



Deliverables from: **‘Media Mastery Experts LIVE!’**

Here is a partial list of specific outcomes and deliverables at our media training, public speaking and leadership communications bootcamp, [‘Media Mastery Experts LIVE!’](#) We’re looking forward to having you!

PRE-EVENT:

- **Event app** with posts, information and guidance (this will also be where updates are posted during the event, and notice of deliverables after the event)
- **Training portal** with videos and documents to prepare you for your on-camera mock interview, on-camera mock podcast, and on-stage recordings, along with what to wear and what to expect.
- **Event concierge call:** Your assigned event concierge will ask your specific goals and desired outcomes, walk you through the schedule, and discuss logistics
- **Studio producer call:** Our studio producer – who was Mark Albert’s producer when he was at CBS News – will meet with you to discuss the topics and areas you want to discuss on the TV set, podcast studio and stage to bring out the best in you when the cameras are rolling
- **Pre-event questionnaire** to complete to assist us in tailoring the experience

DURING THE EVENT:

- **Workshops on:**
 - **Media 101** with [Mark Albert](#), 25-year veteran of TV news, correspondent on-air at CBS News, created and led national investigative unit.
 - **Acting an Interview** with Mark Albert, including what to do before, during and after an interview, how to pivot away from hostile or uncomfortable questions (and crisis comms), specific alert phases to use in media engagements, and examples of what to do and what not to do.
 - **Lunch with Speakers**
 - **Effective Communications is Not Logical - It’s BIOlogical** with [John Bates](#), TED Talk Coach to the Stars, explaining the neurobiology of influence, so even the

most logical experts can make an emotional connection with any audience (journalists, investors, clients, internal teams) and use storytelling.

- **Mastering LinkedIn:** a hands-on session about how to leverage your LinkedIn profile, posts and commenting to build authority and influence with [Svenja Maltzahn](#), a 'Top Voice' badge holder (invite-only by LinkedIn itself). She'll show you how to maximize the algorithm to expand reach and impact on social media platforms and be seen as an expert in your field.
- **How to Drive and Engage Conversations as a Podcast Guest – Or Host**, with 20-year public media and National Public Radio host [Jenna Flanagan](#).
- **Confidence on Any Stage**, with [Panda Ludwig](#), business maven and event emcee.
- **Earned Media and Story Pitching Workshop**, with Mark Albert. Learn how, where, what when and who to pitch the media to capture "earned media" – and specific ways to engage with journalists directly.
- **Powerful Executive Presence On-Stage and Off** with John Bates to command attention and convey confidence
- **Origin Story** with John Bates to create your own powerful and resonate Origin Story to connect with anyone and establish your Emotional Credibility.
- **Soundbite Workshop** with Mark Albert to develop well-crafted and pithy soundbites for any occasion.
- **Round-robin event** using a real TV studio next to the White House:
 - TV studio taping + edited segment to look like a newscast (music, graphic supers) with Mark Albert as host
 - Podcast studio taping with Jenna Flanagan as host
 - Stage taping with John Bates as your coach, recorded by national news videographers
 - TV-ready makeup by network news makeup artist
 - Branded headshots with luxury branding photographer (2 for VIPs)
 - 1:1 LinkedIn optimization with 'Top Voice' LinkedIn influencer Svenja Maltzahn to transform your profile into one seen as a thought leader and expert
- **Fireside chat:** ask anything of the hosts and speakers
- **Gift bags** for attendees

VIP DAY:

- **Hot-seat Coaching** with Mark Albert: 1:1 playback of TV taping and review of every second: here's what you did great, here's what needs improvement, here's how to rephrase (VIP)
- **How to get a TED Talk** with John Bates (VIP)
- **How to Launch a Podcast** with Jenna Flanagan (VIP)
- **How to Earn the Invite-Only 'Top Voice' Badge** on LinkedIn by Svenja Maltzahn (VIP)
- **Managing Teams and Leadership** with Panda Ludwig (VIP)
- **Ask-Us-Anything Breakfast** with John Bates and Mark Albert (VIP)
- **Surprise-and-delight gift** (VIP)

AFTER THE EVENT:

- Deliverables:
 - **3 raw camera feeds** of your TV studio taping
 - **2 raw camera feeds** of your podcast studio taping
 - **1 raw camera feed** of your stage taping
 - **1 edited segment** to look like a newscast ready for posting on social media, owned websites, etc.
 - **2-minute edited video demo reel** with music and graphics to send to journalists (VIP)
 - **2 headshots** by luxury photographer with advanced editing (VIP)
 - **Done-for-you media bio** (VIP)
 - **Edited social media clips** (VIP)
 - **Laminated tip sheets** from Mark Albert and John Bates to refer to before every interview or public appearance with specific phrases, mental exercises and executive presence tips
 - **Invite to private LinkedIn community** to continue networking and grow with past attendees from in-person event and online course
 - **Event photos** by professional event photographer

We'd love to answer your questions! Schedule a time with us [here](#).

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