



WASHINGTON, D.C.
SEPT 10-13, 2026
EVENT

- How to Get Media Coverage
- Public Speaking
- Neurobiology of influence
- Mock TV Studio Interviews
- Personal Branding
- Leadership Communications

Master Your Message. Amplify Your Influence.

Most experts don't struggle with lack of expertise. They struggle with visibility and making the most of the spotlight.

At Media Mastery Experts, we help you become the clear, confident voice people seek out and remember. We teach how to get free news coverage without an expensive PR firm and paid speaking gigs without a speakers bureau, using the science-based neurobiology of influence.

Because visibility alone doesn't create opportunity. Your ability to consistently deliver when the moment comes does.



PROFESSIONAL DEVELOPMENT IN-PERSON BOOTCAMPS

Immersive, high-impact training for business leaders, rising leaders, and teams.

LEVEL UP your communications skills to craft compelling narratives and drive action in negotiations, sales and paid speaking events.

ENHANCE YOUR EXECUTIVE PRESENCE with science-driven communication strategies.

MASTER ON-CAMERA CONFIDENCE with on-camera training on body language, voice intonation, and the neurobiology of influence in a real studio right across from the White House.

WALK AWAY WITH POWERFUL MEDIA ASSETS—TV & podcast interview footage, on-stage appearances, and professional branding headshots.

CRAFT MEDIA-WORTHY PITCHES that capture journalist attention and position you as a trusted industry expert.



JOHN BATES coaches the U.S. Military, NASA astronauts, is trusted by Fortune 500 leaders and has coached 35+ TEDx events. An expert in the neurobiology of influence, John helps leaders communicate with power and purpose.



MARK ALBERT is an EMMY- & Peabody-winning former investigative journalist with 25 years in television, including CBS News. A master of storytelling and media strategy, Mark helps leaders craft messages that captivate and inspire.

