

Take Control of Your Coverage

MediaPrep specializes in media relations, media training and crisis communications. We help corporate and public sector clients develop successful communications strategies. We help build their public image and protect their reputation. We prepare them to take control whether they initiate the coverage or not and whether the news is good or bad.

We have experience in a number of sectors including manufacturing, healthcare, education, financial services, utilities, agriculture, energy and technology. We have worked with government, non-profit organizations and the research and scientific communities.

Build Your Media Confidence

Media interviews are an important vehicle for getting your message across to the public and your stakeholders. The media spotlight can be harsh and even good public speakers can feel uncomfortable in its glare. This is especially true in times of crisis.

Spokespersons need to be credible and confident. This takes more than natural talent. Interview strategies and skills need to be learned and practiced. Strong, effective communicators who understand the media and can perform under pressure enhance an organization's reputation and public image.

MediaPrep will help you shine in the media spotlight. A constructive approach and solid journalistic experience deliver the difference. Benefit from personal knowledge, invaluable insights and concrete advice.

Real Training for the Real World

MediaPrep uses a comprehensive system based on years of journalistic experience. We will prepare you to deal with print, broadcast and web-based journalists - both specialist and mainstream.

A Cross-Media Approach

Videotaped role-play is a vital element of the training. Realistic mock interviews can take various forms including one-on-one interviews for print, radio and TV as well as satellite interviews, scrums and news conferences. There are real differences between types of interviews. Understanding the differences will help you conduct a more successful interview.

Workshops Tailored to Your Needs

Interactive workshops are designed for senior executives, managers, professionals and other spokespersons. We bring our confidential training courses to your location and tailor them to fit your specific issues and goals. Half-day and full-day sessions are available for individuals and small groups.

About Irene

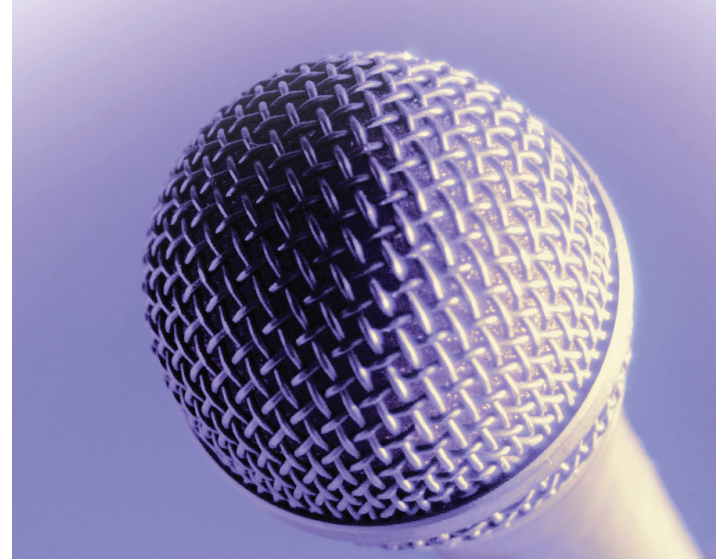
Irene Bakaric is the principal of MediaPrep, a media relations consulting firm. She is an experienced communications professional who helps clients in the public and private sectors develop their strategies and skills.

Irene offers the insider perspectives of a veteran broadcast journalist. Prior to founding MediaPrep, she accumulated extensive knowledge working as an investigative reporter, producer, interviewer and host on a variety of award-winning national news and current affairs programs.

Irene's insights and expertise ensure realistic solutions to communications challenges. She is a member of the Canadian Public Relations Society.

“Thoughtful, polished and strategic.”

Sera Filice-Armenio
St. Joseph's Healthcare Foundation



OUR SERVICES

Media Training

Control the Message

MediaPrep teaches you how to handle media interviews and how to get your messages across effectively. You'll learn how to prepare, how to avoid pitfalls, how to handle negatives and how to retain control. You'll also learn all the dos and don'ts which are just as relevant in today's social media space as they are in traditional media.

Workshops can include a presentation full of information, tips and strategies, but the emphasis is on practice. You'll discover the importance of preparation and strong, clear messages. Constructive critiques help improve skills and build confidence.

Expert & Analyst Training

Share Your Knowledge

MediaPrep helps develop dynamic, media-savvy experts. The media is always looking for analysts to provide insights on a wide variety of issues. This is a great way to increase your organization's profile and reputation.

Our workshops include both theory and on-camera practice. You will learn how to deliver commentaries with depth and style. Detailed evaluations and encouragement help create experts the media will call on again and again.

Crisis Communications

Stand Up Under Pressure

MediaPrep teaches you how to communicate effectively in a crisis. If you want to maintain your reputation, it's critical to have a focused crisis communications strategy. The time to prepare for a crisis is before it hits.

In our interactive workshops, we teach you how to be equipped for the worst. We concentrate on the steps required to prepare for a negative situation or crisis. You will learn the rules of damage control, how to cope with intense media scrutiny and how to create a crisis communications plan.

You will also learn how to handle high-pressure interviews. On-camera practice is based on realistic, mock scenarios tailored to your organization. Constructive criticism helps prepare you for the hot seat. When it's bad news, you have to be ready.

Communications Consultation

Strategic Expert Advice

MediaPrep provides smart, strategic counsel for your media relations and crisis management needs. Thoughtful insights and solid advice ensure successful solutions for your communications challenges.

MediaPrep can help craft your public profile and manage reputation issues. We can develop media relations strategies and create strong, clear key messages to best express the ideas you would like to convey. We can also assist with preparing Q&As to brief spokespersons, writing editorial content, media monitoring and analysis.

Presentation Training

Captivate the Audience

MediaPrep helps create engaging, powerful speakers. Whether you're addressing a live crowd or a satellite audience; whether the group is large or small, public speaking can cause severe anxiety. We help you overcome your fear.

In our hands-on workshops, you will learn how to structure presentations with an emphasis on key messages. You will learn how to engage the audience and how to properly use visual aids. Comprehensive coaching will touch on projection, pacing, vocal inflection, eye contact, body language, mannerisms and appearance.

You will also be taught how to handle both informational and critical questions.

“The team was fully engaged from the start, and by the end of the day they were looking forward to learning more.”

Edyta Zdancewicz
Direct Energy

We Put You in the Studio

The camera is a powerful learning tool that allows you to see yourself as others see you. Practice interviews are done on-camera even when you don't anticipate television coverage. We use professional camera personnel with broadcast quality equipment to create a realistic environment.