



Gallatin Public Affairs

# COMMUNICATIONS WORKSHOPS

No matter your industry, profession, company or cause, being able to communicate effectively is smart business and good leadership. Gallatin can help you prepare —just as we have done for hundreds of CEOs and leaders.

Our team of experienced trainers includes veteran investigative print and TV news journalists, communications strategists and crisis managers. We present best-practices, case studies and analysis of real-life events; conduct table top exercises and on-camera interviewing to deliver a dynamic, powerful learning experience.

Our full-day workshops are customized to meet your needs and accommodate four people for media and presentation trainings, and up to six people for crisis communications and branding workshops.



# Products & Services

## Media Training

Our veteran journalists reveal the tricks of the trade and will prepare your team to anticipate and answer tough questions, manage hostile reporters and take control of interviews.

## Presentation Training

We will arm you with a powerful set of skills so that the next time you speak before a group, what you say will be remembered. You'll leave with a strong presentation and delivery, and the confidence to make the most of any public speaking opportunity.

## Crisis Communications Training

The training includes a study of best practices in crisis management including principles of social media, litigation, victim engagement, messaging, stakeholder communications and decision-making in crisis. Our on-camera, customized table top exercise will simulate a real life scenario, and your management team will leave prepared to manage a crisis successfully.

## Branding Workshop

In the workshop you will define your organization's distinguishing characteristics, guiding values and principles. You will develop a messaging platform including a brand statement and key messages, and you will be provided with a branding brief based on the outcomes of the workshop.

Email Shannon Berg at [shannonb@gallatinpa.com](mailto:shannonb@gallatinpa.com) for more information about our workshops.