

# MEDIA TRAINING

Hone your media interview skills with this interactive media training workshop. Two dynamic and reputable media experts team up to offer unique perspectives and provide valuable tools to help participants deliver both virtual and in-person interviews with improved skill and composure. The customizable sessions are tailored to agri-food organizations and industry spokespeople. We use interview techniques and personalized feedback to coach participants on how to navigate an interview and deliver their messages in a confident, professional manner. Full- and half-day sessions are offered in person or virtually, in addition to semi-private personal training.

## TRAINING TAKEAWAYS

- Be cognizant of who the media are and what motivates them
- Experience one-on-one coaching to help you look and feel polished and confident
- Understand and employ the shared values approach
- Effectively prepare for a media interview
- Anticipate questions so you present as confident and knowledgeable
- Be proactive rather than just reactive in your media relations
- Avoid common mistakes when conducting in-person or virtual interviews
- Explore the new age of digital interviews and considerations for video conferencing
- Understand and utilize software platforms and the camera

### FULL-DAY CUSTOMIZED SESSION

9:00 AM - 3:00 PM

#### IN-PERSON TRAINING - UP TO 8 PARTICIPANTS

\$5000 + \$800 AV costs\* + GST + venue & travel costs

#### VIRTUAL TRAINING - UP TO 8 PARTICIPANTS

\$5000 + \$400 AV costs + GST

This customized media training workshop includes a pre-session video, up to three sets of interviews per participant, reference manual, media record sheets and a certificate of completion.

### HALF-DAY CUSTOMIZED SESSION

8:30 AM - 1:00 PM OR 12:30 PM - 5:00 PM

#### IN-PERSON TRAINING - UP TO 8 PARTICIPANTS

\$3500 + \$450 AV costs\* + GST + venue & travel costs

#### VIRTUAL TRAINING - UP TO 8 PARTICIPANTS

\$3500 + \$300 AV costs + GST

This customized media training workshop includes a pre-session video, up to two sets of interviews per participant, reference manual, media record sheets and a certificate of completion.

### SEMI-PRIVATE CUSTOMIZED SESSION

9:00 AM - 12:00 PM OR 1:00 PM - 4:00 PM

#### IN-PERSON TRAINING - ONLY 3 PARTICIPANTS

\$800 + GST per person + shared venue & travel costs if outside Saskatoon

This customized media training workshop includes a pre-session consultation, pre-session video, up to two sets of interviews per participant, reference manual, media record sheets and a certificate of completion.

**YOUR FACILITATORS**

**ADELE BUETTNER**

Adele Buettner has been the owner and Principal of AgriBiz Communications for over 25 years. Headquartered in Saskatoon, SK, AgriBiz provides management and marketing services to the agriculture and food communities across North America. Adele's professional outlook has been fostered by years of experience tailoring communications for all levels of business, from social media to industry relations. She has facilitated workshops across North America and is a prominent speaker on agriculture related topics. Adele is known as a leader who fosters a culture of shared values, innovation, agility, collaboration, and customer service.



**KEVIN HURSH**

Based in Saskatoon, SK, Kevin and his wife Marlene operate Hursh Consulting & Communications Inc. Before establishing this company, Kevin was the Agriculture News Director for the BBS Saskatchewan Television Network (now CTV). Each year, he is a featured speaker at scores of agricultural conferences and conventions. Kevin is a reputable journalist who writes a weekly column published in "The Western Producer" and is a contributor to the prairie-wide publication "Farming for Tomorrow". His familiarity with the media industry and experience, both in front of and behind the camera, give him a unique perspective that provides participants with invaluable expertise in media relations.



**Hursh Consulting & Communications Inc.**

**WORKING TOGETHER**

Adele and Kevin have delivered numerous media training workshops over the last 20 years. The combination of their unique skills and affinity for asking the right questions makes for an exceptionally valuable and educational session for food and agriculture industry spokespeople.

**FOR MORE INFORMATION OR TO BOOK A WORKSHOP,  
CONTACT ADELE AT 306-933-4404 OR OFFICE@AGRIBIZ.CA.**



**Hursh Consulting & Communications Inc.**

Bay 6A, 3602 Taylor Street East Saskatoon, SK S7H 5H9  
Email: office@agribiz.ca

Email: kevin@hursh.ca

www.hursh.ca

**TESTIMONIALS**

"Actually performing and analyzing your interviews is incredibly beneficial in learning how to be successful in this form of communication. You will not find a more knowledgeable training team than Kevin and Adele. I would recommend this class to anyone who may find themselves speaking on behalf of agriculture even infrequently."

DR. KAREN CHURCHILL, MEDIA TRAINING PARTICIPANT

"By participating in media training provided by Adele and Kevin, it made me step out of my comfort zone and challenge myself. It made me realize the importance of practice and giving and receiving constructive criticism to better yourself. I would recommend this session to anybody. It doesn't matter if your are starting off in your career or a professional, everybody can benefit from media training."

KAITLYN KITZAN, MEDIA TRAINING PARTICIPANT

"The experience and knowledge that Adele and Kevin bring to the table is unrivaled. And the group is kept small to encourage a fun, casual, and comfortable atmosphere. I highly recommend!"

TIFFANY MARTINKA,  
MEDIA TRAINING PARTICIPANT