



The world is moving to Social Media.  
Let us give you the tools to adapt and thrive!

## Our New 1-Day Workshop: “Traditional Media, Social Media and On-Camera Coaching”

Media Survival Group announces a new one-day workshop which combines the best of many longer and more expensive training sessions.

Why should you care? Are you...

- 1) a PIO who could use the support of other capable PIOs in times of crisis?
- 2) a veteran PIO who could use a refresher course that won't talk down to you but will bring you up to date with the fundamentals and how they apply to the new media?
- 3) a new PIO looking for any training you can get to figure out this crazy, overwhelming job?
- 4) a training officer who has no travel budget?
- 5) not a PIO, but could become one in a crisis and would like to get some training?
- 6) interested in combining training and a fundraiser?

If you answered yes to any of the above, you need this workshop. We will bring it to you!

### Media Survival Group (MSG\*)...

is a consortium of skilled communicators with years of top-level experience in some of the nation's most high-profile crisis incidents. We can help you and your agency survive and thrive during the transition to Social Media. We specialize in using traditional and social media tools to get your message out.

\*certified by the Department of Homeland Security



***We'll help you position your organization to take advantage of the Internet's many tools (Facebook, Twitter, LinkedIn, RSS, blogs & podcasts) to get your message to your target audiences.***

### THE AGENDA:

**Traditional Media:** Fundamentals of media relations, Message Crafting, Interview Techniques from a trainer with experience on both sides of the microphone!

**Social Media:** Recent test cases, proven successful techniques, assistance with setting up your own Social Media presence from a trainer who is immersed in Social Media right here, right now!

**On-Camera Coaching\*\*:** Prepare for upcoming media interviews or create a video suitable for posting on Social Media. Either way, get hands-on guidance from the best in the business.

### How many people may attend?

Invite as many as you like to the workshop's morning session. Feel free to use this as a fundraising opportunity. During the afternoon session, we'll conduct on-camera interview coaching \*\*for up to 12 people of your choice.

Have questions, or want a no obligation proposal?  
Contact us at (916) 402-1235, karen@pioteams.com, or on the web at:  
[www.mediasurvivalgroup.com](http://www.mediasurvivalgroup.com)