

# **CAFI Media Session**

## **28 March, 2018—1pm-5pm**

### **CIBC 33 Yonge St, 7th floor, International Room**

**S2C (David Moorcroft) will deliver a three-part Media Awareness and Training program as follows:**

**Part One (1 hour) – Setting Expectations (Keith, Brendan and interested board & EOC members) 1-2pm**

- **How the media works**
- **Risks and Rewards**
- **Implementing an effective engagement strategy**

**Part Two (1 ½ hours) – Managing the Media (Keith and Brendan and interested board & EOC members) 2-3.30pm**

- **Theory and best practices**
- **How to become an effective spokesperson for CAFI**
- **How to become a desirable spokesperson for the media**
- **How to avoid pitfalls**

**Part Three (1 ½ hours) – Simulated Media Interviews (Keith) 3.30-5pm**

- **Conduct & video-tape simulated media interviews with CAFI spokesperson**
- **Critique and provide feedback on each interview**