



# JOHN DYKES

MEDIA TRAINING

[WWW.JOHN DYKES.CO](http://WWW.JOHN DYKES.CO)



# LEARN FROM THE PRO

## Exclusive Media Training Program: Empowering Athletes and Employees

John Dykes, a world-renowned TV presenter and media expert with over 25 years of experience in elite sports broadcasting, offers a bespoke media training program designed to empower athletes and corporate employees. This program provides participants with the skills and confidence needed to excel in media interactions, ensuring they represent themselves and their organisations with poise and professionalism.

# JOHN DYKES

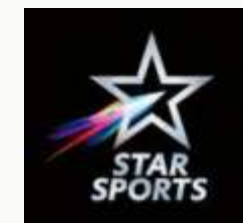
MEDIA TRAINING







## FEATURED ON





# PROGRAM OVERVIEW

## Program Overview:

### Tailored Training:

- **For Athletes:** Master media interactions, handle tough questions, and maintain composure under pressure. Learn from John's experience with top sports personalities to confidently navigate post-match interviews and press conferences.
- **For Corporate Employees:** Enhance your team's ability to represent your brand effectively in media appearances, conferences, and video content.

### Key Learning Objectives:

- **Media Interviews:**
  - Develop strategies to stay on message and deliver concise, impactful responses.
- **On-Camera Presence:**
  - Master body language, voice modulation, and eye contact to project confidence.
- **Crafting Key Messages:**
  - Refine and deliver core messages with clarity across various platforms.
- **Social Media:**
  - Learn best practices for engaging online and managing digital reputation.

## Program Structure:

- **Customised Sessions:** Tailored to meet the specific needs of athletes or corporate teams.
- **Practical Exercises:** Includes mock interviews and on-camera practice.
- **Expert Feedback:** Personalised guidance from John Dykes.
- **Follow-Up Support:** Ongoing support to refine and apply media skills.

## Why Choose This Program?

- **Proven Expertise:** John Dykes has trained and worked with global sports icons like David Beckham and José Mourinho.
- **Tailored Approach:** Personalized training to address unique challenges in sports and corporate settings.
- **Comprehensive Skills:** Covers all aspects of media engagement, from interviews to social media management.

### Contact Information:

- Email: [enquiries@johndykes.co](mailto:enquiries@johndykes.co)
- Phone: +65 69255756
- Website: [www.johndykes.co](http://www.johndykes.co)