

CLASS III, SESSION 5: SPOKESPERSON TRAINING
John Gormley, TAR - Facilitator

GOALS:

- To develop uniformity and consistency when presenting real estate issues
- To build strengths and downplay weaknesses in all presentations
- To instill the importance of advance preparation for any situation
- To learn to turn negative questions into positive answers
- To gain an understanding of the media's needs pertaining to real estate
- To learn how to respond concisely to questions on real estate issues

- 8:00-8:30 Arrival and continental breakfast
- 8:30-8:45 Brief review of Session 4 – Austin Trip
- 8:45-9:00 Facilitator Introduction
- 9:00-10:15 Steps and principles of a presentation – Talking to peer audiences and the public
- Exercise 1: Impromptu speaking
- 10:15-10:30 Break
- 10:30-12:00 Extemporaneous Speaking
- Persuasion and credibility – discussing real estate issues with confidence
 - Transitioning
 - Exercise 2: Extemporaneous speaking
 - Do's and don'ts of presentations
- 12:00-1:00 Lunch with Mayor Bill Whitfield & Highland Homes Representatives
- 1:00 -2:00 Dealing with the Print Media
- Preparing for the print media
- 2:00-3:15 Broadcast Interview
- Broadcast interview do's, don'ts
 - Exercise 3: Broadcast interview
- 3:15-3:30 Break
- 3:30-5:00 News Conference
- Preparing for news conference
 - Exercise 4: news conference
 - Critique and questions, comments
- 5:00 Fellowship reception