

iReports & Web Videos

Combining Social Media & Technology for Crisis Communications

with CNN iReporter Gerard Braud

The Times Are Changing Technology Is Changing

Are You and Your Spokespeople Changing? Get Ready for the Media Interview of the Future

The media want information and pictures faster than ever before. Your i-Phone, i-Pad and other smart devices will soon be how they interview you with both audio and video. Not only will you need to sound smart and answer questions, but you'll have to hold the device properly, operate the technology flawlessly, frame the scene correctly, and be ready to walk and talk. You will be not only the spokesperson, but also the producer and camera crew as well.

As Social Media allows the public to send photos and video to the internet and the media, you have to make a choice: Will you let uninformed spectators tell your story with inaccuracies, rumors and speculation, or will you be prepared to tell your story better, faster, and with greater accuracy?

Don't wait until it is too late.

In this program you will:

- *Discover why you must act now to learn this new interview style*
- *Learn how to select the right equipment*
- *Unlock the secrets to using the technology correctly*
- *Explore how to combine Media Training with technology training*

Designed for every spokesperson

This keynote can be customized from 60 - 90 minutes

Private training is available for small groups

Companion breakout sessions are also available for conferences

To book a program, check availability or pricing, contact

Gerard Braud at 985-624-9976 or gerard@braudcommunications.com

About Your Trainer

CNN has recognized Gerard Braud as one of their top iReporters, for his reporting during Hurricane Isaac in 2012, all done with an iPhone, both on the web and live on CNN.



Gerard is a pioneer in helping spokespersons, public relations professionals and Public Information Officers master these skill.

He is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter.*

Gerard has been active in the field of communications since 1979. For 15 years he worked in print, radio and television as a front line journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

As a spokesperson, Gerard has been quoted in more than 500 media outlets around the world and has been seen on television more than 5,000 times. He can even boast of creating a 1-in-a-million front page quote, by applying the principles he teaches.

Gerard Braud (Jared Bro)

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