



# PIVOT WITH VIRTUAL MEDIA TRAINING

“ *Tone and human-centric messages are especially important for companies during the crisis.* ”  
- Forbes Magazine

## INSIGHT

**This could not be more true today.** Consumers are in discovery mode: they are spending more time online and seeking out information that helps them adapt to the new normal.

Media are looking to satisfy this thirst for information. During a time of uncertainty, communications have to be trustworthy and empathetic, which means that area experts and brand thought leaders are key.

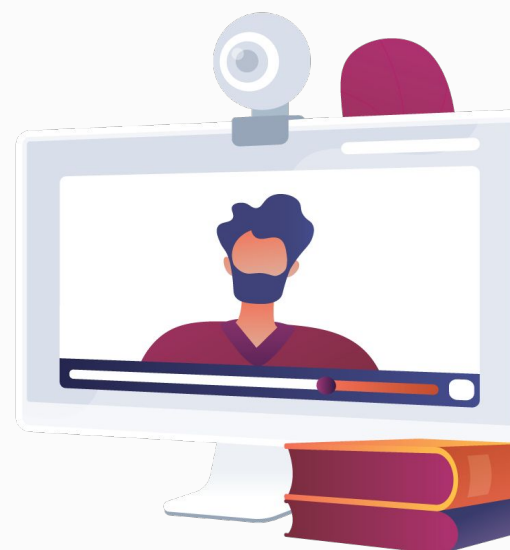
It's time to engage again. Brands just need the coaching to know how to do it effectively and professionally via new remote video technologies, and more importantly, by deploying the right messaging and “helpful” content.

## SOLUTION

APEX's new virtual media & narrative training module is an adaptation from our groundbreaking conventional approach and is designed for brand leaders and area experts to provide undeniable value during these trying times. It's hard to connect in a virtual world. For this reason, we have developed a system to help spokespeople shape a distinct and sensitive COVID-19 narrative that will break through the clutter and provide value to the audience.

### What your brand will get out of the 2.5-hour session:

- The creation of a story with integrity that meets the reality of today's situation
- Virtual interview strategies and techniques to control the interaction
- Making a virtual media interview 99.9% predictable
- Bridging strategies that keep you in full control
- The importance of genuine empathy in times of crisis
- The power of human interest and scenario setting
- Finding the right paths to engage with media and target audiences



**In the interest of your brand's reputation, now is the time to pivot your messaging while also learning the distinct virtual interview techniques needed to be successful during this crisis.**

For more information or to book a virtual media & narrative training session for your group, please contact Kenneth Evans at [kevans@apexpr.com](mailto:kevans@apexpr.com), @kenmevans on Twitter or via cell at 416-702-3360 / [www.apexpr.com](http://www.apexpr.com)