



# **360 BUSINESS CONSULTANCY**

**EXECUTIVE MEDIA TRAINING PROGRAM**

2021

# ABOUT US

360 BUSINESS CONSULTANCY



We are a boutique consultancy with senior practitioners focused on **executive engagement and highly specialized Arabic content.**

“ **360 Business Consultancy** provides a range of targeted and highly customized training programs. Our team of highly skilled, qualified and passionate coaches bring years of experience in specialized media training, executive presentation skills building and crisis and issues management communications. ”

# OUR AREAS OF EXPERTISE

WHAT DO WE OFFER



# OUR BRANDS

OUR APPROACH TO CONTENT

## *Arabic 1st*

**Arabic1<sup>st</sup>** specializes in developing high quality Arabic content that helps you best connect with and tell your story clearly, effectively and eloquently to all key stakeholders and customers.

part of 360 business consultancy group, Arabic 1<sup>st</sup> provides original crafting and arabization of all forms of content: company brochures and collateral materials, press materials, executive speechwriting and thought leadership, website copy, video scripts and subtitling, social media content, employee communications.

We help you customize and tailor your content to capture the unique styles, dialects and nuances that is culturally relevant and connects with people across the GCC and MENA region while staying true to the Arabic language.



**Tahaddath** is a media training and capacity building programme that provides a range of targeted and highly customized training programs. Our team of highly skilled, qualified and passionate coaches bring years of experience in specialized media training, executive presentation skills building and crisis and issues management communications.

Tahaddath prepares spokespeople to better proactively communicate your core story as well as manage challenging communications issues. We enrich their skills through interactive workshops specially tailored to align with your business strategy.

تحدت  
Tahaddath



# TRAINING & CAPACITY BUILDING

WRITE YOUR SUBTITLE HERE

Customized Media  
Training Programs

Spokesperson  
and Presentation  
Training

Individual  
Executive  
Coaching

Customized  
Communications  
Training Modules



**Tahaddath** is a media training service that prepares spokespeople to better proactively communicate your core story as well as manage challenging communications issues. We enrich their skills through interactive workshops specially tailored to align with your business strategy. We arm them with necessary skills to take control of one-to-one interviews and media dialogues and build confidence to help spokespeople take control of media interviews and public engagement.

All training programs are offered in both Arabic and English according to your needs.



# EXECUTIVE MEDIA TRAINING & COACHING

Our approach

Communicating with confidence has never been more important, in particular in the world of 'always on' media.



Our senior leadership has been preparing spokespeople to engage with the media with clarity of thought and credibility for 14 years in markets around the world.



Our approach to media training is unique to your organizational needs and specific situation..



We give spokespeople the understanding and the practical skills they need to engage in media interviews with confidence



We do it in specific context to your key messaging and narrative to best prepare executives to effectively deliver their messaging in any media situation.



At the heart of every session are one-on-one interviews conducted in front of camera for review, feedback and analysis.



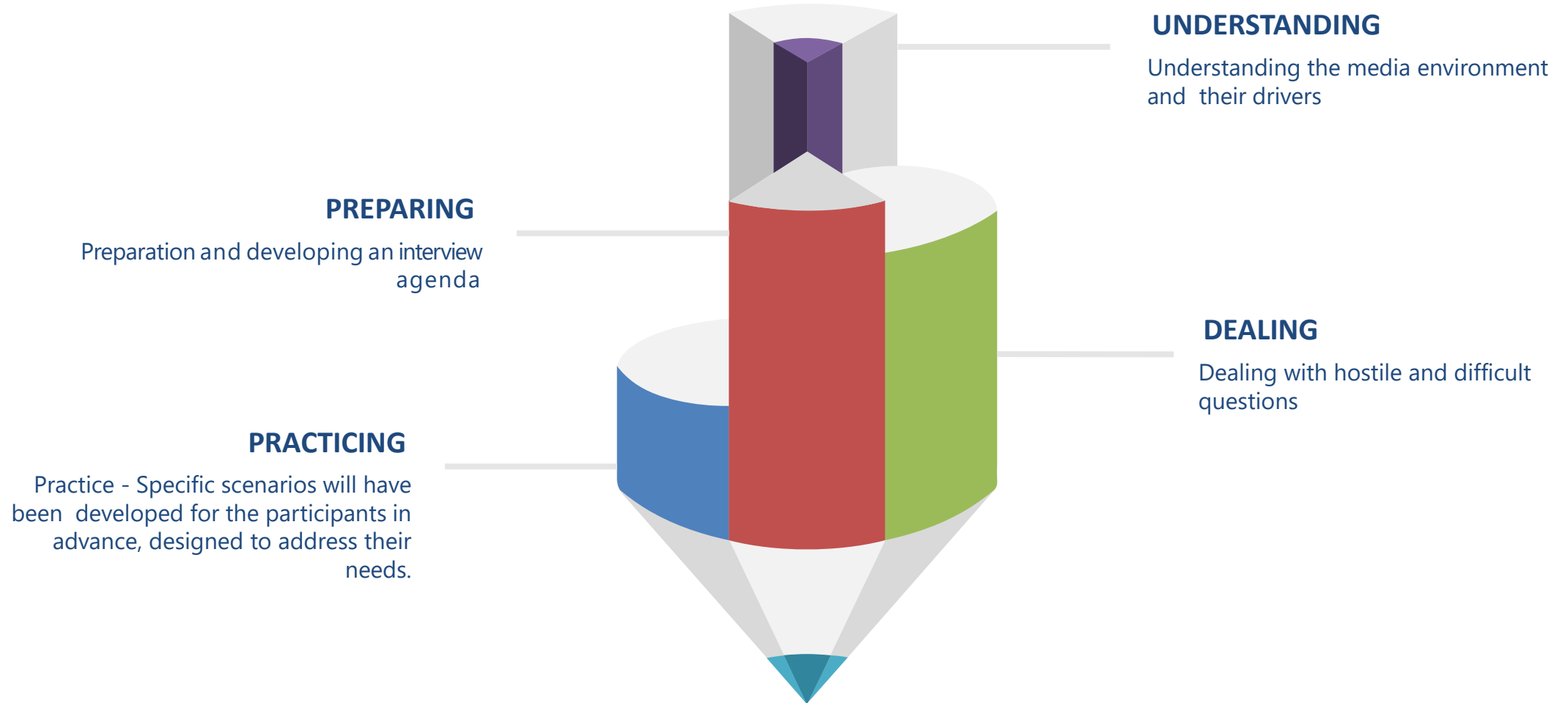
Practical sessions can include press conferences, door-stepping, crisis scenarios and live interviews in a fully equipped broadcast studio.





# EXECUTIVE MEDIA TRAINING & COACHING

HOW WE DELIVER





# SESSION STRUCTURE - 1

## THEORY OF MEDIA

### 2- INITIAL QUESTIONS TO ASK

Why me? Why should I? And who is the journalist? These are just some of the essential questions you need to ask before agreeing to an interview.

If you don't know what you're getting yourself into, you won't have the skills or confidence to make the most of the opportunity.

### 4- BUILDING YOUR STORY

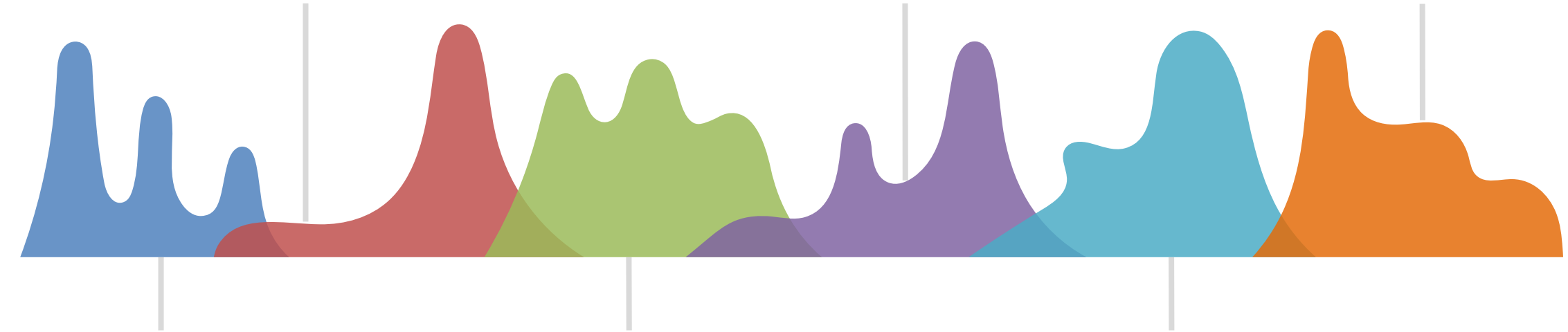
Effective messages are vital to any media interview.

This session helps you develop three or four positive messages about an issue and your organisation that are concise, memorable and relevant and ensures you have the proof points to back them up. Then turn them into a story.

### 6- GENERAL RULES FOR ANY INTERVIEW

Vital do's and don'ts for interviews, the importance of body language on television and how to stay concise.

This is accompanied by practical examples – in the form of video clips – of good and poor media handling.



### 1- INTRODUCING THE MEDIA

It's important to know the dynamics that drive the different types of media in order to be prepared. It's also essential to understand what makes the news and what journalists are looking for from an interview.

This incorporates looking into the modus operandi of media in different parts of the world, and especially the differences between media in GCC countries and those in Europe and North America in particular.

### 3- PREPARING WHAT YOU WANT TO SAY

To face the media without preparing what you want to say is to commit professional suicide and as Richard Nixon, former US President said: ***"No TV performance takes such careful preparation as an off-the cuff talk"***.

This session helps you develop your agenda by determining who your audience is, defining the issues and creating your messages.

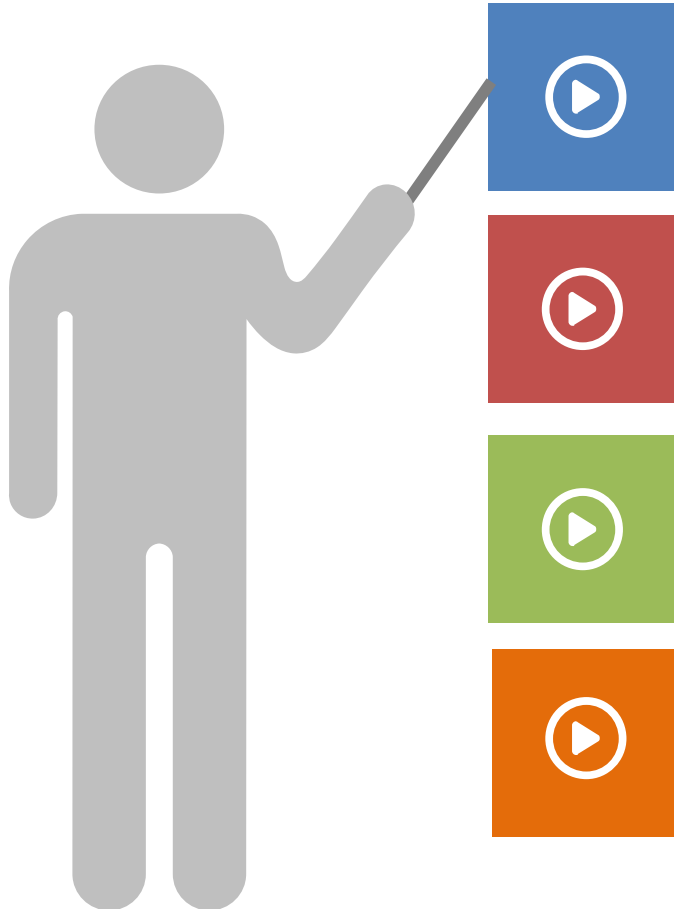
### 5- DELIVERING YOUR STORY

Deliver your story and identify controversial issues, prepare your answers and learn techniques to allow you to 'bridge' back to positive news.

# SESSION STRUCTURE - 2

## PRACTICAL

Practical training is the hallmark of our communications coaching session. Depending on time, we would look to simulate a number of different styles of interview to get participants comfortable in delivering their messages and handling tricky questions. All practical interviews are followed by instant feedback of the sessions, with the trainers providing guidance on the style and substance of responses. Potential scenarios include:



### **PRE-RECORDED SIT-DOWN INTERVIEW**

Scenario preparation time/interview/playback and analysis Journalist looking for soundbite for news package

### **AMBUSH INTERVIEW**

Scenario preparation time/interview/playback and analysis "Doorstep" interview by group of journalists

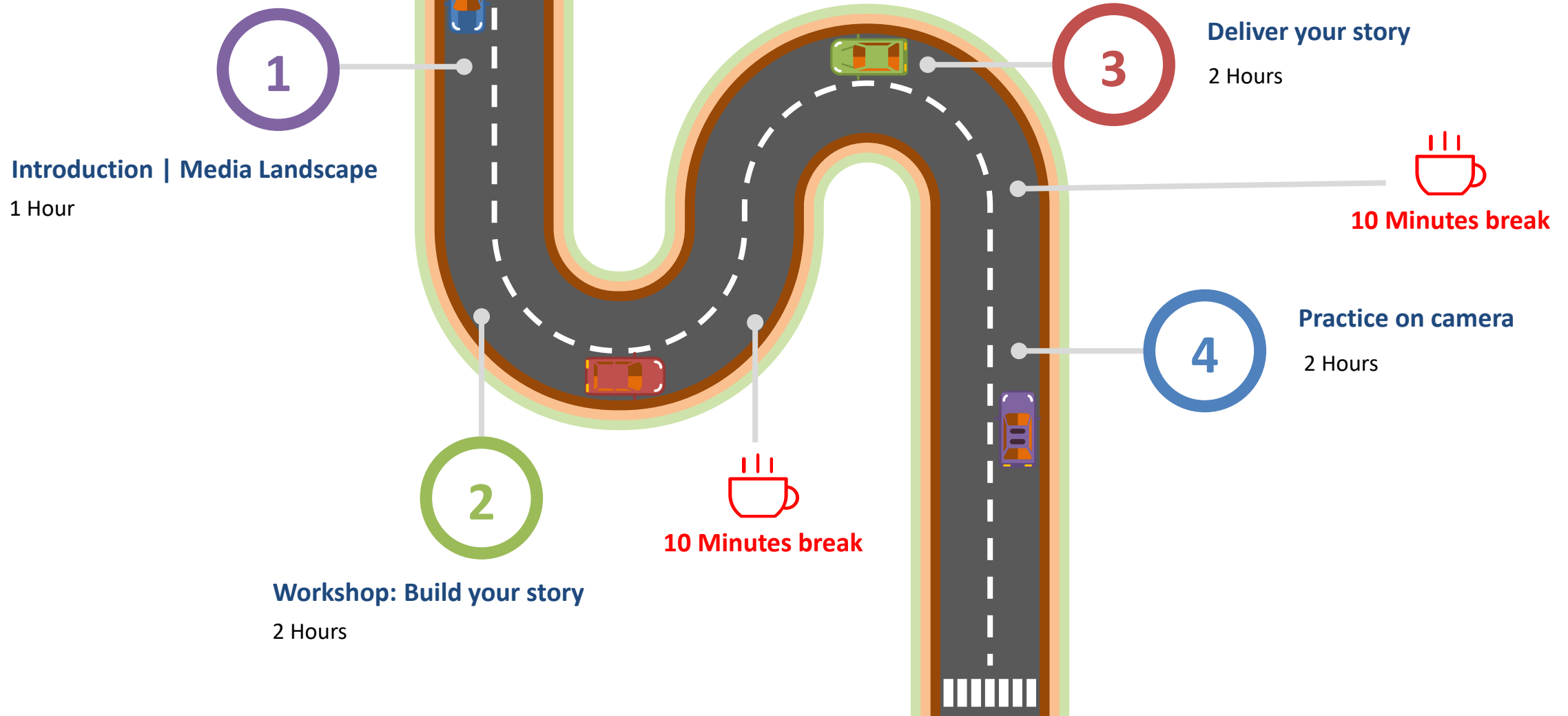
### **LIVE DOWN THE LINE INTERVIEW**

Scenario preparation time/interview/playback and analysis Interviewee remote from presenter

### **STUDIO INTERVIEW**

Scenario preparation time/interview/playback and analysis Panel discussion programme

# SESSION ROADMAP



# MEDIA TRAINER: EHAB ALMOUSA

CEO & FOUNDER | 360 BUSINESS CONSULTANCY



Ehab Al Mousa is the CEO & Founder of 360 Business Consultancy, he has over 16 years' experience in public relations, strategic communications and journalism across different key industries in the Middle East.

Prior to establishing 360, he worked as a PR director for Edelman, the largest global PR firm in the world, managing high level relationships providing PR consultations for clients including Abu Dhabi Tourism and Culture Authority, Abu Dhabi Crown Prince Court, Facebook, Mubadala, IDEX, Samsung and the Saudi Arabia' Ministry of Health.

Ehab is a professional media trainer with a portfolio of 150+ of government clients and international brands. He has also led the marketing and stakeholders' communications for Tawazun Advanced Defense Systems, with a mandate to raise the profile of the brand and preparing it for the next stage of growth. He also worked as an Associate Director with Bell Pottinger, one of the leading communications agencies in the UK and the Middle East at a time, where he served government and private sector clients including DP World, Qatar Financial Centre, Deutsche Bank, HSBC, Gulf Navigation Group, Shell, Al Khaleej Commercial Bank "Al Khaliji", Gulf Merchant Group "GMG", YouGov, Doha Debates, Abu Dhabi Water & Electricity Authority, Qatar Foundation and the Economic Development Board in Bahrain.

Ehab has started his media career in Al Khaleej Newspaper, one of the UAE and GCC's leading Arabic daily newspapers, as a journalist, translator and editor, where he developed close relationships with journalists from leading pan-Arab and local Arabic media outlets. His experience also includes working with local and regional publications as an Arabic copywriter and translator.

# CLIENT PORTFOLIO

EHAB'S CLIENTS PORTFOLIO



**PEPSICO**



**BOEING**



**TAQA**



الهيئة العامة للترفيه  
General Entertainment Authority



اينوك  
**enoc**



مركز أبوظبي للتطبيب عن بعد  
Abu Dhabi Telemedicine Centre  
A Mubadala Company

مؤسسة الإمارات للطاقة النووية  
Emirates Nuclear Energy Corporation



**Careem**

**LinkedIn**



وزارة الصحة  
Ministry of Health



**Cleveland Clinic**

**facebook**



**ماجد**