

# MediaSpeak

## SYMPOSIUM

## MASTER THE MESSAGE MASTER THE MEDIA

Thurs - Sat | October 11, 12 & 13-2007  
MARINA DEL REY HOTEL | MARINA DEL REY, CA

SPEAKERS | AUTHORS | COACHES | CONSULTANTS | ENTREPRENEURS | BUSINESS EXECUTIVES | SPOKESPERSONS

## MEDIA EXPOSURE IS A CRITICAL ELEMENT TO YOUR SUCCESS

### POSITION YOURSELF AS AN EXPERT

#### ESTABLISH CREDIBILITY

#### INCREASE VISIBILITY

#### ATTRACT MEDIA ATTENTION

#### GENERATE RESULTS

**COMMUNICATE** your key message to the news media, audiences and clients

**POSITION** yourself as a savvy media guest/expert

**SELL BOOKS** on radio and TV

**CREATE** grabber sound bites that attract attention

**DEVELOP** dynamite pitches that attract producers and editors to spotlight you now

**CHOOSE** the best promotion strategies for print, TV, radio or Internet

**DISCOVER** how to pitch to multiple media outlets

**BECOME** a sought-after talk show guest who gets booked again and again

**CONVINCE** newspapers and magazines to run feature stories on you and your work

**NAIL** any interview without getting clobbered

**CRAFT** print and online media kits that reporters will love

**ADAPT** your ideas into a screenplay or TV pilot

### SPEAKERS & MEDIA COACHES

Jack Barnard

Gayl Murphy

Michael Dresser

Ellen Sandler

Jill Lublin

Vanessa Besack

Jacquie Jordan

Dr. Letitia Wright

- **PRACTICE INTERVIEWING TECHNIQUES**
- **BREAKOUT SESSIONS** with Media Coaches
- **PITCH FEST** – Pitch your ideas to Broadcast and Print Media

*I pitched nine people and got five offers simply and only because of what I learned at the Symposium. I have never had such an immediate application of a newly learned skill with such positive results.*

— **PAM HOGAN**, Author, *Keeping People out of Prison One Training at a Time*

*Susan Levin's MediaSpeak Symposium was a fabulous training on how to approach the media and speak your message in a way that is arresting and newsworthy. For any professional who wants to be seen and heard by millions, this is an event not to be missed!*

— **CHELLIE CAMPBELL**, Speaker and Author  
*The Wealthy Spirit and Zero to Zillionaire*

### YOUR INVESTMENT:

Before 9/1: \$347 After 9/1: \$497

For more information/register:

[www.speakerservices.com/mediaspeak07](http://www.speakerservices.com/mediaspeak07)

310-822-4922

susan@speakerservices.com

A production of Speaker Services  
[www.speakerservices.com](http://www.speakerservices.com)

