



Did you know that in the last 9 months alone, the entire top management team from the country's leading MNC's and Indian business houses in Travel and Tourism, Apparel and Life-style, Oil, Software, Private Equity, Health Care, FMCG, and a group of dynamic Corporate Communications professionals, had only one thing in common?

And that is, they are all clued on to the impending media on-slaught, be it broadcast or print...

So what? you may ask, but that's precisely the crucial question, that begs an answer. These professionals took the forewarning and are now forearmed and all set, knowing that, this is one battle they are likely to win, even before the media War!

Cities like Mumbai have a colorful look with bright, tacky, competitive banners and bill boards, announcing the imminent arrival of a plethora of business publications and TV Channels, each claiming their superiority and USP. Which is fine, but are the Corporate CEO's and Spokespersons poised and ready with their sound-bites? After all, it is the corporate sector that will provide the fodder for the newsprints and newsreels!

Quo Vadis? Wither goes thou? The days of kay sera sera are over!! you have too many stakeholders watching your every move, and one false step, and you could lose out a great opportunity to get the recognition you deserve.

In the US they say that " When Corporate buckets leak, the Media cups its hands to drink!"

It's no different here now.

The only proven way to avoid those Ahs! Ums! searching for the right words and most important of all" being quoted out of context ! " is to let Media Training Worldwide train you till you are satisfied.....When you see how we do it, you wont have to look be-

yond.. with 21 years of solid research, 54 separate courses, over 100 publications, including the latest hot sellers Media Training A-Z and Presentation Skills A-Z by media guru TJ Walker, President, Media Training Worldwide, New York. Our pre-training preparation and post-training methods, which comes free of cost, is now a industry bench-mark in its own right.

Our global teams are equally adept with the Presidents and CEO's of the Corporate world as with Presidents, Prime Ministers and members of the Diplomatic Corps.

In short, what we do, is to help you focus on ' What you need to say' rather than react reflexively to 'What the media demands to know'.

**For detailed information on training, contact:**

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## WHAT THEY SAY...

The launch of Media Training Worldwide is a great opportunity for the vast majority of Indian professionals. Even leading business schools, do not offer such expertise and I think the entry of Media Training Worldwide, with their unique modules and critique techniques, provides the necessary fillip, especially in dealing with the Media and Presentation Skills.

— **Ashwini Kakkar**, CEO & Managing Director, **Thomas Cook India Ltd**  
President, Bombay Chamber of Commerce and Industry (BCCI)

We at the Raymond Group will gladly look forward to our next media encounter without fear or favour! The professionalism demonstrated by Ravi Shyam and his team was of an international standard. I would recommend this programme to those in corporate India who have not as yet experienced the programme.

— **Nabankur Gupta**, Group President, **Raymond Limited**

The media training was very interesting and extremely useful...I was a panel member at the MBO workshop organized by INSEAD Singapore. When asked to give a TV interview by CNBC at this workshop, some of the things that I learnt at the media training came very handy.

— **JM Trivedi**, Managing Partner, **Actis**

"It was certainly a very educative few hours I spent. I realise that professional help from Media Training Worldwide can make a substantial difference to the way an interview turns out. There were a number of little tips that I picked up. A must for every CEO or company spokesperson, in today's time"

— **Sam Balsara**, Chairman & Managing Director,  
**Madison Communications Pvt. Ltd**

This has provided me the ability to see myself in a different perspective. Also provided me with some great pointers in developing my speaking skills. I see them as being really helpful, when I face the Media in real life situations.

— **Dilnaz Anklesaria**, Head,  
Corporate Communications, **Castrol (Ind) Ltd**

Significant changes in my outlook towards media messaging. My compliments on their ability to customise their training with specific relation to our business interest...Ravi Shyam and his team demonstrated their professionalism by simulating both a TV studio environment and real life media scenarios... Exceptionally good.

— **Pradeep Bhandari**, Deputy Group President, **Raymond Limited**