

Lakeland Library Cooperative

Media Coaching for Librarians with Robert Kolt

Tuesday, April 26, 2016
9:00 am - 3:30 pm

Kolt Communications provides media coaching and on-camera interview training for top executives, association and coalition members and more.

Participants in a Kolt Communications media coaching session will:

Establish individual communication goals and objectives

Enhance your own credibility as a source of information

Discuss branding and image

Determine key messages to communicate in the future to help support a positive brand image

Learn how to control a media interview

Learn how to deal with hostile media

Practice interviews in different formats (TV, radio, print)

Learn successful strategies when communicating during a crisis

Learn proven techniques for successful persuasion communication, including how to alter attitudes and public behavior

And more.

Robert Kolt is the president and CEO of Kolt Communications, Inc., a privately owned communications corporation with offices located in Okemos, Michigan. In 1991, Kolt Communications began providing a variety of communication counseling services to both public and private sector clients statewide including: public relations, advertising and media consulting.

Lunch is being provided.

Location

Loutit District Library
407 Columbus St
Grand Haven, MI 49417
616-842-5560

Register online at:

<http://arwen.llcoop.org>

Registration Deadline: April 21, 2016
(No cancellations /refunds after this date.)

Cost

\$25 to LLC Members
\$45 Non-LLC Members



Participants may call (616) 559-5253 ext. 210 on the morning of the workshop to find out if the event has been cancelled.

Presented by the Lakeland Library Cooperative Continuing Education Committee