



# MEDIA MASTERCLASS

*With Ivan Yates*

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Advance your communication skills to navigate the media landscape with exclusive knowledge from Ivan's lifetime spent on both sides of the camera

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The Media Masterclass with Ivan Yates will provide you with the skills to be your own best PR person.

As in any walk of transactional life it is harder to get known or build a reputation indirectly through third parties than through the personal touch. The media provides the perfect platform for you to build a reputation at minimal cost.

No army of press officers or PR teams can insulate you from disaster or ensure your success. They are merely your support act. In reality, the on air performance is a solo experience without a safety net.

The Masterclass is about amplifying your ability in a world of opportunity so that you can achieve greater fulfilment and success for yourself, your career, your organisation and your brand.

The Masterclass will be held in person in The Alex Hotel, Dublin 2. Each date will have a small cohort of attendees to allow for a personalised intimate learning experience.

**Last remaining date of 2021 with limited availability:**

Monday 29<sup>th</sup> November: €1,950

\*Fee inclusive of a dedicated mock interview with Ivan

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Auctioneers & Valuers

20% discount available to IPAV members using  
discount code **IPAV21**

**The Media Masterclass with Ivan Yates will include:**

- Arrival networking with continental breakfast
- Introduction from Ivan and scene setting on the media industry
- Module 1: Preparation & Pre-Interview
- Module 2: On-Air Performance
- Module 3: Reputational Damage
- Module 4: Managing the Media
- Seated hot lunch
- Refreshments throughout the day
- Masterclass notes pack to take away

**Those that should attend include:**

- CEO's and Managing Directors
- Communications Directors
- C-Suite Executives
- Politicians
- NGO's
- Innovation leaders
- Heads of marketing
- Consultants
- Investors
- Legal professionals

[www.mediamasterclass.ie](http://www.mediamasterclass.ie)