

Don't Talk to the Media *until...*

Secrets You Need to Know Before You Open Your Mouth to a Reporter

with Gerard Braud

The author of *Don't Talk to the Media Until...*
Empowers you to be a great communicator

Overcome your fear and frustration
Learn to be a leader in communications

In this program you will:

- *Discover why the facts don't matter*
- *Learn why you get taken out of context*
- *Explore what really gets left on the cutting room floor*
- *Unlock the secrets to controlling every question and every answer*

Designed for CEOs, Executives, Associations & Public Relations Professionals

Every day we see people make fools of themselves talking to the media. What they say can be embarrassing, it can destroy their reputation, and it can have a negative impact on their company.

Spiced with humor and real life examples of those who have done well and those who have blown it, Gerard Braud (Jared Bro) gives you the secrets you need to tell an honest and compelling story every time you talk with the media.

With more than three decades of experience as a member of the media and as a spokesman, Gerard will share his proprietary system that eliminates spin and helps you deliver a perfect message every time.

This keynote can be customized for 60 - 90 minutes.
Private media training is available for your board of directors and leaders.
Companion breakout sessions are also available.

**To book a session, check availability or pricing, contact
Gerard Braud at 985-624-9976 or gerard@braudcommunications.com**

About Your Speaker

Leaders on five continents share one common rule: Don't talk to the media until you talk to Gerard Braud.



Known as the guy to call when "it" hits the fan, Gerard Braud (Jared Bro) is an expert in media issues and crisis communications. He is an international media trainer, author and speaker, who has worked with organizations on five continents.

He is the author of *Don't Talk to the Media Until... 29 Secrets You Need to Know Before You Open Your Mouth to a Reporter*.

Gerard has been active in the field of communications since 1979. For 15 years he worked in print, radio and television as a front line journalist. His affiliate reports have been seen around the world on NBC, CBS, CNN and the BBC.

As a spokesperson, Gerard has been quoted in more than 500 media outlets around the world. He can even boast of creating a 1-in-a-million front page quote, by applying the principles he teaches.