

“It’s better to try & fail - its a sin to fail to try”

# Breakout session – effective media interviews

John Bates & Tony Diggins

# Remember to 'P'

- Plan
- Prepare
- Practice

Preparation prevents poor performance

# Objectives of the session

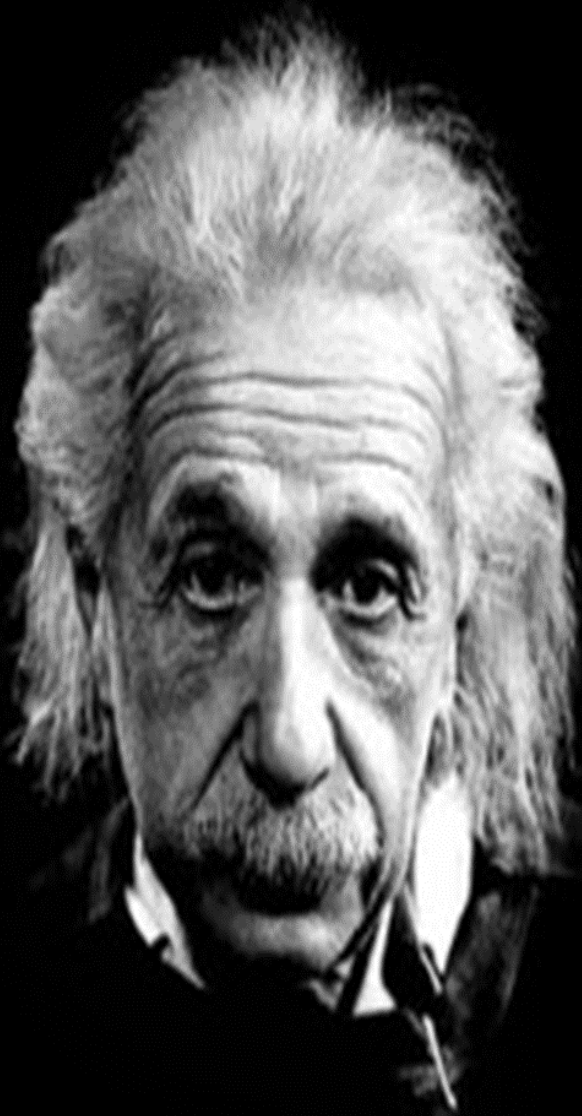
- Flying hours
- Group learning
- Tips
- Feedback to delegates

# Interviews

Prepare

Prepare

Prepare



**“Make everything as  
simple as possible,  
but not simpler.”**

—Albert Einstein

# Effective communications

Mean what you and say what you mean

Make sure you're the right person



# Interviews

- Look interested
- Listen attentively
- Speak confidently

# Interviews

- Beware the 'awkward' question



# Interviews

Even the most experienced sometimes  
wish they were not in  
media spotlight!

- Think carefully about your background

# Skype interview film



Be

- enthusiastic
- passionate
- genuine
- human

A vibrant landscape of a green field at sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is filled with colorful clouds, and the field is lush and green. A path leads from the foreground towards the horizon. The overall mood is peaceful and inspiring.

**‘Inspiring our farmers, growers  
and industry to succeed in a  
rapidly changing world’**

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