

MEDIA TRAINING & PUBLIC SPEAKING WORKSHOP



Date: Wednesday, December 9

Location: Illinois Soybean Association – 1108 Trinity Lane, Bloomington, IL

Time: 11:00 a.m. – 1:30 p.m.

Objective: Equip LEAD members with practical media interview, messaging, and public speaking skills to confidently represent themselves, their organizations, and the agriculture industry.

Dress Code: Business Casual

Meal: Lunch provided by ISA – McAlister's Deli

Registration link:

Time	Details
11:00 – 11:15 a.m.	Welcome, introductions, and workshop objectives. Overview of effective communication and the role of LEAD members as industry ambassadors.
11:15 – 11:45 a.m.	Media Training Fundamentals: Understanding media opportunities, developing key messages, interview preparation, bridging techniques, and handling difficult questions.
11:45 a.m. – 12:15 p.m.	Public Speaking Essentials: Crafting a compelling message, audience engagement strategies, presentation structure, body language, and delivery techniques.
12:15 – 12:45 p.m.	Lunch and networking discussion with participants and facilitators.
12:45 – 1:20 p.m.	Interactive Practice Session: Mock media interviews and impromptu speaking exercises with coaching and feedback from facilitators. Participants practice key messaging, concise responses, and presentation skills.
1:20 – 1:30 p.m.	Wrap-up, key takeaways, resources, and next steps for applying communication skills in professional and volunteer leadership settings.