

LEAD: Media Training Essentials For IROs

Tuesday, March 31st **8:00am - 10:00am**	**Baruch College Vertical Campus Conference Center** **Room 14-270, 14th Floor, One Bernard Baruch Way** **(Corner of 24th Street & Lexington Avenue)**

Join NIRI-NY for an interactive workshop on Q&A preparation and messaging for IROs. Tony Herrling, Managing Director at **Brainerd Communicators**, will cover the essentials of media training including controlling the interview, crafting your message, and navigating tips and tricks for when you are in the hot seat – whether in a media interview or an investor conference fireside chat.

IROs: if you are interested in participating in a mock interview during the workshop, please contact Corey Kinger (kinger@braincomm.com) by Tuesday, March 24th.

Pre-registered attendees will also receive a copy of **The Prentice Hall Guide to Media Relations**, co-authored by Tony Herrling.

Tony Herrling has provided trusted counsel to clients large and small, domestic and foreign, during his 25+ years with communications agencies, with expertise spanning media relations, crisis communications and corporate reputation. His multi-faceted perspective on communications issues draws insight from his earlier work as an in-house Corporate Communications and Investor Relations executive, and a business journalist. Whether advising traditional media giants or cutting-edge social media upstarts, academic innovators in entrepreneurship or risk-averse re-insurers, Tony strives to understand and assess each client's concerns and challenges and add value that helps advance their communications objectives. In addition to leading Brainerd Communicators' executive coaching and media training practice, he "wrote the book" on media relations — The Prentice Hall Guide to Media Relations. Tony holds a Bachelor of Arts from Columbia University's Columbia College.

Refreshments / light breakfast will be served

Members – Click here to RSVP to this event (complimentary with your membership)

Non-Members – Click here to register with PayPal at a cost of $75 per person

NIRI NEW YORK
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Lead. Educate. Advance. Develop.

This event is part of NIRI NY's LEAD initiative, which are professional development programs designed to offer our members the knowledge and essential tools to build a successful investor relations practice. The event is suitable for individuals who are either new to IR or those who would like to brush up on a specific skill.

NIRI-NY's LEAD programs are sponsored by: IPREO