

Media Training:

Shape Perception with Confidence

What is it?

In today's fast-moving media landscape, every interview is a chance to build trust, share your vision and strengthen your brand.

At ByDesign Communications, we help company executives master the art of media engagement. Our training goes beyond just answering questions – it is about knowing your message, shaping your narrative and delivering it in a way that creates real impact.

We bring over 25 years of media and communications experience to every session. In the last 25 years, our team has trained over 500 executives – CEOs, CFOs, Business Unit and Marketing leads, spokespeople, senior leaders, even celebrities and athletes, across sectors to engage the media with confidence, and deliver messages that build or protect reputations.



Why it matters?

When your executives face the media, they're not just representing themselves, they're representing your brand. Whether it's a high-stakes interview, a press conference, or informal Q&A discussion with a journalist, strong media skills ensure your message lands with impact.

ByDesign's media training equips your leaders with the tools to communicate clearly, confidently and credibly in any media scenario. Our hands-on sessions are tailored to your industry and include practical on-camera exercises, live feedback, and coaching on messaging, tone, and delivery. We help leaders strengthen their media presence, handle tough questions, build trust with journalists, and turn every interview into a memorable, brand-building moment.



Get In Touch



Kevin Welman
Director & Co-Founder
Mobile: (+27) 82 924 5048
Email: k.welman@bdcomms.co.za



Vanessa Baard
Director & Co-Founder
Mobile: (+27) 82 331 8158
Email: v.baard@bdcomms.co.za