



Media Mastery: Representing Yourself, Your Association and Your Profession In the Media

Registration: 8:15 am

Media Mastery: 8:30 to 10:00 am

Working with journalists is one of the easiest ways to increase your visibility and all of FPA's. With an ever increasing news cycle and the onslaught of online news coverage, the time is right to learn what you can do to master working with the media to amplify your own exposure and the important role of financial planners.

Join the FPA of Central Florida for **Media Mastery**, an interactive media training presentation with Ben Lewis, FPA's Director of Public Relations. The training will walk you through the necessary skills and tactics for working with the media, including:

- How to best prepare for an interview to ensure it goes as smoothly as possible
- How to master the skills needed to perform at a high level during an interview
- How to display great poise when working with reporters
- How to protect your reputation when working with reporters

This training is required for any CFP® member of the FPA of Central Florida chapter who wishes to be part of FPA MediaSource – the automated media query system that sends reporter queries to qualified FPA members.

In addition to qualifying for FPA's MediaSource you will be eligible to participate in future events for the FPA of Central Florida's **Financial Planning Panel (FPP)**. This opportunity allows you to bring your expertise to local groups, organizations, and charities in the Central Florida region. Most recently, three of our CFP® members hosted a one hour panel discussion at a local charity fielding questions related to investments, the market, and the economy. As we continue to build this program, we are seeking to open additional opportunities and plans are in the works to host similar discussions. In order to be eligible for the FPP, you must attend the Media Mastery course.

Break

10:00 to 10:15 am

PR Banzai: Proactively Engaging the Media So They Know YOU Exist!

10:15 to 11:30 am

Journalists today are hungry for your content and expertise, but how will they find you? Bottom line is, they won't know who you are and what you can do for them if you don't proactively reach out to them. In this presentation, you'll learn how to reach out to members of the media with your story and your great story ideas so you can position yourself as an expert resource for their reporting. We'll cover everything from identifying great stories for the media to how to effectively "pitch" journalists with your content. Our goal is to arm FPA of Central Florida members with the tools they need to get the attention they deserve!

[Register here](#)