

Leadership Symposium Series

A Special Event at Reid Castle in Partnership with Manhattanville College

How the Media Works to Make the Media Work for You



Presenter: Mary Civiello

November 30, 2018

9:30 am – 12:00 pm

Reid Castle, Manhattanville College
2900 Purchase St., Purchase, NY

Fee: \$90

Whether school leaders have a triumph or a tragedy to share with the community they have to understand how to work with the media. That starts with knowing how the *media* works. In this symposium, seasoned communicator Mary Civiello will reveal how reporters think, what they're looking for, and tricks they use. Participants will gain tips and techniques to make the media work for them and learn how to increase confidence and control whether sharing good OR bad news. Mary will cover do's and don'ts for before, during, and after a crisis and share video clips of leaders demonstrating good message development and question control.

Mary Civiello is a former NBC reporter and the founder of Civiello Communications Group, a leading executive communication consultancy that provides presentation and media support to top executives at some of the world's most prominent organizations ranging from American Express to the United Nations. A six-time Emmy winner, Mary was dubbed the corporate executive's "Communications Guru" by the New York Times. She is a regular contributor to Fortune and the author of "Communication Counts: Business Presentations for Busy People."

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