



# **MEDIA TRAINING SAMPLE MODULES AND RATES PROPOSAL**

**OUR CLIENT**

**DATE:**  
23rd february 2026

**PROPOSED BY:**  
Fixit PR Kenya

# Media Training Programme

Training content, packages and pricing

**Prepared:** February 2026  
16% VAT

**Currency:** Kenya shillings (KES), excluding

## 1. Overview

Fixit PR offers practical, hands-on media training for teams of every size, from a single CEO to a group of 50 staff. The programme runs for 1, 2 or 3 days.

Clients choose one of two service options:

- **Package A – Facilitation only:** Fixit PR delivers the training. The client provides the venue, meals and equipment.
- **Package B – Full service:** Fixit PR delivers the training and also handles the venue, catering, materials and logistics.

Prices are per person. Smaller groups pay more per person, because trainer time, camera set-up and interview slots are shared among fewer people. Each extra day costs less than the first.

## How we build your programme

No two trainings are the same. The content and final price are agreed with each client through these steps:

1. **Briefing and needs assessment:** we learn who is being trained, their roles and media experience, the goals of the training, and any current issues or upcoming events.
2. **Tailored proposal:** we design the modules, exercises and scenarios around those goals, and prepare a quote based on the final group size, duration and logistics.
3. **Review and agreement:** the client reviews the proposal, we adjust content and rates as agreed, and the booking is confirmed with a deposit.
4. **Delivery and follow-up:** we deliver the training and share a post-training report with outcomes and recommendations.

## 2. Sample programme options

The three options below show how a programme can be structured. They are examples only. The final programme is built around the client's audience and goals.

| Programme                               | What it covers                                                                                                                                                | Best for                                                             | Participants leave with                                                                  |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>1 day</b><br>Media Essentials        | Modules 1-6: the media landscape, how newsrooms work, key messages, interview techniques, presence on camera, and mock interviews                             | First-time spokespeople, teams that need a refresher                 | Key-message house, recorded interview, individual feedback                               |
| <b>2 days</b><br>Crisis-Ready           | Day 1 plus Modules 7-12: crisis communication, hostile interviews, press conferences, social media scrutiny, legal ground rules, and a live crisis simulation | Organisations facing public scrutiny, regulated sectors, comms teams | All of the above, plus a holding-statement template and a crisis Q&A                     |
| <b>3 days</b><br>Certified Spokesperson | Days 1-2 plus Modules 13-17: thought leadership, panels and live streams, plain-language communication, Swahili media, and a final assessment                 | Official spokespeople, senior leaders, leadership programmes         | All of the above, plus a certificate, assessment scorecard and personal development plan |

### Sample content only

The modules below show the kind of content Fixit PR delivers. Specific content can only be prepared once we know who is being trained and what the training needs to achieve.

After the briefing, modules may be added, removed, shortened or replaced. Examples, scenarios and mock interviews are built around the client's sector, audiences and current issues.

### Audience tracks

Fixit PR tailors the content to each group. The table shows examples of how the focus changes:

| Track                                    | Group sizes | Focus                                                                             |
|------------------------------------------|-------------|-----------------------------------------------------------------------------------|
| <b>Executives and board spokespeople</b> | Tiers 1-2   | Tough interviews, protecting reputation, leading in a crisis, one-on-one coaching |

|                                          |           |                                                                                                     |
|------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------|
| <b>Communications and PR teams</b>       | Tiers 2-3 | Press office work, writing statements, media relations, crisis protocols                            |
| <b>Technical experts and managers</b>    | Tiers 3-4 | Explaining clearly, staying on message, knowing when to hand over to the comms team                 |
| <b>Field, county and NGO staff</b>       | Tiers 4-5 | Local radio, community media, doorstep interviews, what not to say                                  |
| <b>Public office and political teams</b> | Tiers 1-4 | Message pillars, a leader's narrative, speaking on behalf of the office, rules on who may speak     |
| <b>Customer-facing staff</b>             | Tiers 3-5 | Tone and first impressions, handling complaints, phone and WhatsApp communication, service recovery |

### 3. Sample training content

The tables show a typical day's schedule, from 08:30 to 16:30.

#### Sample Day 1 – Media Essentials

**By the end of Day 1, participants will be able to:**

- Explain how the Kenyan media works and which outlets matter to their organisation
- Build and deliver three clear key messages
- Use bridging and blocking to stay on message under questioning
- Give a confident interview on camera or radio

| Time        | Session                                     | What participants learn                                                                                                                                                                                                                                   | Practical activity                                        |
|-------------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| 08:30-09:00 | <b>Welcome and baseline</b>                 | <ul style="list-style-type: none"><li>● Programme goals and ground rules</li><li>● Each participant's media experience and concerns</li></ul>                                                                                                             | Short on-camera introduction, recorded as a "before" clip |
| 09:00-10:00 | <b>Module 1: The Kenyan media landscape</b> | <ul style="list-style-type: none"><li>● National TV and radio, vernacular FM, print and digital-first outlets</li><li>● Influencers, bloggers and podcasts as news sources</li><li>● How one story moves from radio to X to TV in a day</li></ul>         | Map the 10 outlets that matter most to your organisation  |
| 10:00-10:30 | Tea break                                   |                                                                                                                                                                                                                                                           |                                                           |
| 10:30-11:30 | <b>Module 2: How newsrooms work</b>         | <ul style="list-style-type: none"><li>● What makes a story newsworthy</li><li>● Reporters, editors and deadlines</li><li>● "On the record", "off the record", background and embargoes</li><li>● How to respond to a journalist's call or email</li></ul> | Q&A with a practising journalist                          |
| 11:30-12:45 | <b>Module 3: Building key messages</b>      | <ul style="list-style-type: none"><li>● The message house: one headline, three messages, proof points</li><li>● Turning facts into short, quotable lines (under 20 seconds)</li><li>● Tailoring messages for different audiences</li></ul>                | Build a message house for your organisation               |

|             |                                                               |                                                                                                                                                                                                                                                     |                                                                 |
|-------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| 12:45-13:45 | Lunch                                                         |                                                                                                                                                                                                                                                     |                                                                 |
| 13:45-14:45 | <b>Module 4:<br/>Interview<br/>techniques and<br/>formats</b> | <ul style="list-style-type: none"> <li>● Bridging, flagging and blocking</li> <li>● Handling "no comment", speculation and questions you can't answer</li> <li>● Live TV, studio, radio phone-in, print, podcast and doorstep interviews</li> </ul> | Rapid-fire question drills in pairs                             |
| 14:45-15:15 | <b>Module 5:<br/>Presence on<br/>camera and on air</b>        | <ul style="list-style-type: none"> <li>● Voice, pace and pausing</li> <li>● Body language, eye line and posture</li> <li>● What to wear and how to prepare in the studio</li> </ul>                                                                 | Short on-camera exercises with instant feedback                 |
| 15:15-15:30 | Tea break                                                     |                                                                                                                                                                                                                                                     |                                                                 |
| 15:30-16:30 | <b>Module 6: Mock<br/>interviews</b>                          | <ul style="list-style-type: none"> <li>● Applying the day's skills under real interview conditions</li> <li>● Reviewing your own footage</li> </ul>                                                                                                 | Recorded mock TV or radio interview, with playback and feedback |

## Sample Day 2 – Crisis and Digital

**By the end of Day 2, participants will be able to:**

- Respond in the first hour of a crisis with a clear holding statement
- Stay calm and on message in hostile or ambush interviews
- Plan and run a press conference
- Respond to viral content and misinformation online
- Avoid legal and ethical pitfalls when speaking to the media

| Time        | Session                                           | What participants learn                                                                                                                                                                                                    | Practical activity                             |
|-------------|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| 08:30-09:00 | <b>Recap</b>                                      | <ul style="list-style-type: none"> <li>● Highlights and lessons from Day 1 footage</li> </ul>                                                                                                                              | Group review of best and worst moments         |
| 09:00-10:00 | <b>Module 7: Crisis communication</b>             | <ul style="list-style-type: none"> <li>● Types of crises and how they escalate</li> <li>● The first hour: what to say, who says it, who approves it</li> <li>● Holding statements and escalation chains</li> </ul>         | Write a holding statement in 20 minutes        |
| 10:00-10:30 | Tea break                                         |                                                                                                                                                                                                                            |                                                |
| 10:30-11:30 | <b>Module 8: Hostile and ambush interviews</b>    | <ul style="list-style-type: none"> <li>● Loaded questions, false premises and hypotheticals</li> <li>● Interruptions, silence and pressure tactics</li> <li>● Handling doorstep and phone ambushes</li> </ul>              | "Hot seat" interviews with a tough interviewer |
| 11:30-12:45 | <b>Module 9: Press conferences and statements</b> | <ul style="list-style-type: none"> <li>● When to call a press conference and when not to</li> <li>● Running order, roles and venue set-up</li> <li>● Managing the Q&amp;A and following up afterwards</li> </ul>           | Run a mock press conference                    |
| 12:45-13:45 | Lunch                                             |                                                                                                                                                                                                                            |                                                |
| 13:45-14:45 | <b>Module 10: Social and digital scrutiny</b>     | <ul style="list-style-type: none"> <li>● Viral clips and trending hashtags on X, TikTok and WhatsApp</li> <li>● Misinformation and fake statements</li> <li>● Monitoring, and deciding when to respond</li> </ul>          | Respond to a live "trending post" scenario     |
| 14:45-15:15 | <b>Module 11: Legal and ethical ground rules</b>  | <ul style="list-style-type: none"> <li>● Defamation and what not to say about others</li> <li>● The Data Protection Act 2019 and confidential information</li> <li>● The Media Council of Kenya Code of Conduct</li> </ul> | Spot the risk: review real statements          |

|             |                                                  |                                                                                                                                          |                                                        |
|-------------|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| 15:15-15:30 | Tea break                                        |                                                                                                                                          |                                                        |
| 15:30-16:30 | <b>Module 12:<br/>Live crisis<br/>simulation</b> | <ul style="list-style-type: none"> <li>● Managing a breaking story as it develops</li> <li>● Working as a team under pressure</li> </ul> | Full simulation with a mock press pack, then a debrief |

## Sample Day 3 – Advanced Skills and Certification

By the end of Day 3, participants will be able to:

- Position themselves as expert voices through op-eds and LinkedIn
- Speak with confidence on panels and live-streamed events
- Explain complex or sensitive topics in plain language
- Give interviews to Swahili and vernacular media
- Show all skills in a scored, recorded assessment

| Time        | Session                                                | What participants learn                                                                                                                                                                             | Practical activity                                         |
|-------------|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| 08:30-09:00 | <b>Recap</b>                                           | <ul style="list-style-type: none"> <li>● Lessons from the crisis simulation</li> </ul>                                                                                                              | Personal goals for the final day                           |
| 09:00-10:00 | <b>Module 13: Thought leadership</b>                   | <ul style="list-style-type: none"> <li>● Positioning yourself as an expert voice</li> <li>● Writing op-eds and expert commentary</li> <li>● Building a professional presence on LinkedIn</li> </ul> | Draft an op-ed outline and a LinkedIn post                 |
| 10:00-10:30 | Tea break                                              |                                                                                                                                                                                                     |                                                            |
| 10:30-11:30 | <b>Module 14: Panels, conferences and live streams</b> | <ul style="list-style-type: none"> <li>● Preparing for panel discussions</li> <li>● Holding your own with other speakers</li> <li>● Speaking on live-streamed and hybrid events</li> </ul>          | Mock panel discussion                                      |
| 11:30-12:45 | <b>Module 15: Plain-language communication</b>         | <ul style="list-style-type: none"> <li>● Explaining technical or sensitive subjects simply</li> <li>● Using numbers, stories and examples</li> <li>● Avoiding jargon</li> </ul>                     | "Explain your work in 60 seconds" challenge                |
| 12:45-13:45 | Lunch                                                  |                                                                                                                                                                                                     |                                                            |
| 13:45-14:45 | <b>Module 16: Swahili and vernacular media</b>         | <ul style="list-style-type: none"> <li>● Adapting your key messages into Swahili</li> <li>● How local radio interviews differ</li> <li>● Working with community media</li> </ul>                    | Swahili radio interview practice                           |
| 14:45-15:00 | Tea break                                              |                                                                                                                                                                                                     |                                                            |
| 15:00-16:30 | <b>Module 17: Final assessment and certification</b>   | <ul style="list-style-type: none"> <li>● Showing all skills in a final recorded interview</li> <li>● Scored assessment against a set checklist</li> </ul>                                           | Final interview, certificate and personal development plan |

## 4. What each package includes

| Item                                                         | Package A:<br>Facilitation only | Package B: Full<br>service |
|--------------------------------------------------------------|---------------------------------|----------------------------|
| Briefing call with the client before the training            | Yes                             | Yes                        |
| Content tailored to the client's sector and issues           | Yes                             | Yes                        |
| Lead trainer(s) and practising journalist interviewers       | Yes                             | Yes                        |
| Key messages written for the client                          | Yes                             | Yes                        |
| Camera, and microphone for mock interviews                   | Yes                             | Yes                        |
| Recorded playback and feedback for each participant          | Yes                             | Yes                        |
| Workbooks (printed or digital) and certificates              | Yes                             | Yes                        |
| Report on each participant after the training                | Yes                             | Yes                        |
| Conference venue (3-4 star hotel or conference centre)       | -                               | Yes                        |
| Breakout rooms (Tiers 4 and 5)                               | -                               | Yes                        |
| Morning tea, lunch, afternoon tea and water                  | -                               | Yes                        |
| Projector and sound system                                   | -                               | Yes                        |
| Branded banners and name tags                                | -                               | Yes                        |
| Venue booking, delegate registration and on-site coordinator | -                               | Yes                        |

With Package A, the client provides the venue, meals, projector and sound system, and a quiet room for mock interviews.

## 5. Group-size tiers

Pricing is set in five tiers. Each tier has a minimum number of paid seats. This means a slightly bigger group never pays less in total than a smaller group in the tier below.

| Tier                   | Group size | Minimum paid seats | Typical client                       | Trainers on the day           |
|------------------------|------------|--------------------|--------------------------------------|-------------------------------|
| <b>1 - Executive</b>   | 1-5        | 4                  | CEO, board, main spokespeople        | 1 lead trainer + 1 journalist |
| <b>2 - Small team</b>  | 6-10       | 7                  | Senior managers, comms team          | 1 lead trainer + 1 journalist |
| <b>3 - Team</b>        | 11-20      | 15                 | Department heads, regional managers  | 2 trainers + 1 journalist     |
| <b>4 - Large group</b> | 21-35      | 28                 | Middle managers, NGO or county teams | 2 trainers + 2 journalists    |
| <b>5 - Cohort</b>      | 36-50      | 45                 | Whole-organisation rollouts          | 3 trainers + 2 journalists    |

Groups of more than 50 are split into cohorts of up to 50, and each cohort is priced on its own. Tiers 4 and 5 use breakout groups of 8-12 so that every participant still does at least one mock interview on camera.

## 6. Pricing

### Indicative rates

The rates below are an indicative guide for planning and budgeting. Final fees are confirmed in a tailored quote and are subject to what is agreed with the client.

The final price may change with the agreed content, group size, number of days, location, venue choice and any add-ons.

All prices below are in KES per person, for the whole programme, excluding VAT.

### Package A - Facilitation only

| Tier | Group size | 1 day  | 2 days | 3 days | Minimum fee (1 day) |
|------|------------|--------|--------|--------|---------------------|
| 1    | 1-5        | 25,000 | 45,000 | 62,500 | 100,000             |
| 2    | 6-10       | 18,000 | 32,500 | 45,000 | 126,000             |
| 3    | 11-20      | 12,500 | 22,500 | 31,000 | 187,500             |
| 4    | 21-35      | 9,000  | 16,500 | 22,500 | 252,000             |
| 5    | 36-50      | 7,000  | 13,000 | 17,500 | 315,000             |

### Package B - Full service (venue and logistics included)

| Tier | Group size | 1 day  | 2 days | 3 days | Minimum fee (1 day) |
|------|------------|--------|--------|--------|---------------------|
| 1    | 1-5        | 34,000 | 63,500 | 90,000 | 136,000             |
| 2    | 6-10       | 25,500 | 48,000 | 68,000 | 178,500             |
| 3    | 11-20      | 19,500 | 36,500 | 51,500 | 292,500             |
| 4    | 21-35      | 15,500 | 28,500 | 41,000 | 434,000             |
| 5    | 36-50      | 12,500 | 24,500 | 34,000 | 562,500             |

Day 2 is priced at 80% of the Day 1 training fee and Day 3 at 70%.  
Venue and catering costs stay the same each day.

### How a Package B price is made up (Tier 3, 1 day, per person)

| Cost element                                        | KES per person |
|-----------------------------------------------------|----------------|
| Training (Package A rate)                           | 12,500         |
| Venue and conference meals                          | 5,000          |
| Materials, branding and certificates                | 1,000          |
| Logistics coordination (15% of venue and materials) | 1,000          |
| <b>Total</b>                                        | <b>19,500</b>  |

Small groups pay more per person for the venue (KES 6,500 in Tier 1), because hotels charge a minimum for boardroom hire.

## Worked examples (indicative)

| Scenario                                           | Package | Total (KES, excl. VAT)  |
|----------------------------------------------------|---------|-------------------------|
| 3 executives, 1 day (billed at the 4-seat minimum) | A       | 4 × 25,000 = 100,000    |
| 9 comms staff, 2 days                              | A       | 9 × 32,500 = 292,500    |
| 30 managers, 3 days                                | A       | 30 × 22,500 = 675,000   |
| 5 executives, 1 day                                |         | 5 × 34,000 = 170,000    |
| 18 department heads, 2 days                        | B       | 18 × 36,500 = 657,000   |
| 45-person cohort, 3 days                           | B       | 45 × 34,000 = 1,530,000 |

## Residential and out-of-town training

For training outside Nairobi (for example Naivasha, Nanyuki or Machakos), accommodation is charged at cost plus a 10% handling fee. As a guide, full board at a mid-range property costs about KES 9,000–16,000 per person per night. The exact figure is confirmed with the venue when quoting.

## 7. Optional add-ons

These can be added to either package. Prices are indicative and are confirmed in the final quote.

| Add-on                                                                | Price (KES)                | Unit          |
|-----------------------------------------------------------------------|----------------------------|---------------|
| One-on-one executive coaching (2 hours, on camera)                    | 35,000                     | Per executive |
| Live crisis simulation with a mock press pack of 3–4 journalists      | 60,000                     | Per session   |
| Professional studio or crew recording, with an edited highlights reel | 45,000                     | Per day       |
| Key messages and Q&A pack for a specific launch or issue              | 40,000                     | Per pack      |
| 90-day refresher (half day, same group)                               | 50% of 1-day training rate | Per person    |
| Virtual or hybrid delivery (Zoom or Teams, recorded)                  | 70% of Package A rate      | Per person    |

## 8. Terms

- **Indicative rates:** All rates and content in this document are indicative. Final content and fees are subject to discussion and are set out in a signed proposal or quote, which takes precedence over this document.
- **VAT:** All prices exclude 16% VAT.
- **Payment for Package A:** 60% deposit to confirm dates. The balance is

due within 14 days of delivery.

- **Payment for Package B:** 70% deposit, because hotels need an advance to hold the booking. The balance is due within 7 days of delivery.
- **Headcount:** Final numbers are confirmed 7 days before the training. Billing is based on the confirmed number or the tier minimum, whichever is higher.
- **Cancellation:** Free up to 14 days before. 50% of the fee is charged 7-13 days before. 100% is charged less than 7 days before, plus any venue costs Fixit PR cannot recover.
- **Travel outside Nairobi:** Trainer transport, accommodation and per diem are charged at cost.
- **Validity:** A tailored proposal is valid for 30 days from the date it is issued.