VIRTUAL MARKETING CONSULTANTS, INC.

Communications Training for Government Teams

Practical, instructor-led workshops taught by a U.S. Army veteran who ran media relations during combat operations in Mosul, Iraq.

Veteran-owned · Hispanic American-owned · Small business · On site anywhere in the United States, or virtual

COURSES

Media Relations Training

For spokespeople, leaders and subject-matter experts who may face a reporter.

- How reporters work and what they need
- Building three core messages and staying on them
- Interview practice: routine, difficult and hostile questions
- On-camera exercises with individual feedback

Crisis Communications

For teams that must speak publicly when something goes wrong.

- The first 30 minutes: holding statements and who speaks
- Press conference planning and delivery
- Correcting rumors and false reports
- Scenario exercise built around your agency's mission

Public Affairs Fundamentals

For new public affairs staff and employees with public affairs as an added duty.

- News releases, media advisories and talking points
- Working with local and national outlets
- Hosting and escorting media on site
- Planning a public awareness campaign

Public Speaking and Presenting

For anyone who briefs leadership, trains staff or speaks to the public.

- Structuring a talk people can follow
- Slides that support the speaker
- Delivery, pacing and handling questions
- Practice presentations with coaching

Practical AI for Communications Staff NEW

A plain-language introduction to using AI tools for drafting, summarizing and outreach, with clear limits on what not to put into them.

YOUR INSTRUCTOR

Joseph Sanchez, President. U.S. Army veteran and former Media Relations Specialist with the 139th Mobile Public Affairs Detachment in Mosul, Iraq.

- Trained U.S. soldiers in media relations and public affairs
- Trained Iraqi journalists in sourcing and verification
- Ran embed training for international journalists
- Supported press conferences with Iraqi and senior U.S. officials
- Wrote more than 600 news releases in about twelve months
- Led crisis communications during combat operations
- Seminar leader and sales and motivational speaker in the private sector

HOW WE DELIVER

- Half-day, one-day and two-day formats
- Content and scenarios tailored to your mission
- Student guides and reference cards included
- Materials available in Spanish

COMPANY DATA

UEI	P6KMHLR96QL5
CAGE	26RV7
SAM.gov	Active
In business	Since 2009
Purchasing	Fixed price per session; purchase card accepted

Start small. A single half-day session for one team is a simple purchase and a low-risk way to see our work.

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