

Annex 2

PRACTICAL TIPS FOR "STAFF AS AMBASSADORS"

Practical tips on speaking to audiences:

- Adapt your presentation/speech to the audience – school children or post-graduate students will not have the same approach to a subject as specialists or elected representatives.
- If at all possible, try not to read a written speech, but rather use an outline to guide you as you speak.
- Start with a short general introduction, explaining your position in the Commission, what your DG does, etc.
- Limit PowerPoint presentations to 15-20 key slides and, in terms of text, use only key concepts and ideas with brief explanations. The slides should serve as the basis of the presentation. Avoid simply talking the group through the slide show.
- When speaking on a topic, whenever appropriate, acknowledge or explain the different possible standpoints, while presenting the Commission's position and the reasoning behind it.
- Provide relevant documentation and/or explain where further information can be found on the Europa website.
- Where appropriate, leave enough time at the end for questions or a short discussion.
- For visitors groups in particular, if practicable, try to join your group for coffee or lunch and chat to them informally.

Practical tips on speaking to the media - Do's and don'ts

It is advisable to:

- Take your time
- Think before you answer
- Keep to your own area and level of expertise
- Say if you do not know, cannot or may not answer the question (explaining why, if possible)
- Stick to the facts
- Assume that everything you say may be used (i.e. "on the record")
- Be firm, fair and honest

Do not:

- Give personal opinions
- Make political statements
- Discuss confidential information
- Use technical or institutional jargon
- Lie, guess or speculate

- Get upset or angry with the reporter/journalist
- Let yourself be stressed by the situation or the reporter/journalist

Practical, non-content-related tips for television interviews

- Look directly at the journalist interviewing you (not at the camera),
- Avoid reading your notes,
- Limit head and hand movements and do not fidget,
- Wear solid colours, if possible, and avoid too much black, white and/or red, because of the colour shift on camera.