

## SOPHIYA ANJAM (RJ SOPHIE- HOSTING COURSE)

### Introduction

The aim of this course is to teach people how to host shows professionally in Pakistan. Every medium requires a different skill set, so hosting Radio, TV, Corporate & Digital Shows will all be part of the course. Students will be taught how to build a profile, gain confidence, be recognised as a professional host & get consistency through shows in our country. Various guest speakers who are acclaimed experts in their field would also be part of the course, so they can share their wisdom & teach their skills. The course would also include visits to the Radio/TV Station, as well as The S Studio, while a special visit to live, on-ground shows will also be part of the course to give students a new perspective & teach them first hand experience of hosting. All in all, this will be a complete package for any aspiring host in the country. Everything is done live!

### Sophiya Anjam

- Holds an MA In Mass Communication from Kinnaird. Gold Medalist.
- Completed her Media Training by the US Consulate from Washington & Chicago.
- Recipient of an award by the Government as a Professional Host.
- Radio(FM91)/TV/Event Host since 15 years.
- Ambassador of SKMCH, TCF & WWF.
- Founder of The S Studio; A content creation hub in Lahore.

### Learning Outcomes:

- Learning public speaking skills
- Learning how to host Radio/TV/Corporate/Digital shows in front of an audience & otherwise
- Learning behind the camera work, what goes on in media houses
- Learning content creation in the mainstream media
- Building PR & connections in the media
- Basic understanding of communication skills & handling the mic
- Engaging with a live audience & responding to feedback in real time
- Dealing with all kinds of people on stage, according to the requirement
- Learning the art of confidence building
- How to get shows & become a professional host in Pakistan

### Course Outline

#### **BECOMING A GOOD HOST IN PAKISTAN**

##### ***1. RADIO***

- Designing Show Content
- Working on pronunciation & speech delivery
- Playlists
- Engaging with Listeners
- Voice Overs
- Approaching Sponsors adequately
- Working on Social Media Profiles

- Staying Relevant
- Background Research

## **2. *LIVE EVENTS***

- Overcoming Stage Fright
- Capturing the audience
- Being emotionally intelligent onstage
- Working with brands & agencies
- Research
- Red carpets, corporate & non-corporate events
- Live activations at venues, concerts, fundraisers
- Forming work relationships
- PR

## **3. *TV***

- Building confidence
- Working on pronunciation & speech delivery
- Appearing professional on screen
- Engaging with the audience
- Becoming a team-player
- Research

## **4. *DIGITAL***

- Being present and articulate for the live audience
- Being spontaneous
- working on social media profiles
- Being Updated with trends