

Lisa Elia

Media Trainer, Presentation Trainer, Strategist and Speaker

CEO of Expert Media Training



Lisa Elia is a media trainer and presentation trainer known to many who have seen her sharing her expertise on **Entertainment Tonight**, **The Insider** and **E! Entertainment**, or in **Inc.**, on **FoxNews.com** or numerous other media outlets.

A Media Trainer with a PR and Business Background

Lisa built her brand as a media trainer and PR expert through the successes she created for clients, taking those who were unknown or who had very little prior press coverage, and catapulting them into the national spotlight with appearances on **The Oprah Winfrey Show**, **Good Morning America**, **CNN** and other top national TV shows, as well as print and radio interviews with **Clear Channel Radio**, **USA Today**, **People**, **TIME**, **The Wall Street Journal** and hundreds of other outlets.

After more than 20 years as a media trainer, publicist and strategist at her company Lisa Elia Public Relations, Lisa launched Expert Media Training, shifting her focus solely to media training, presentation training and pitch coaching. Publicists who represent Lisa's clients appreciate her ability to see their perspective and to provide media training and presentation training that serves the clients' greater goals.

Lisa has shared her expertise in national media outlets that include:



To learn more about Lisa as a media trainer and PR expert in the news, visit our Press Room page at <https://expertmediatraining.com/press-room>

The Lead Media Trainer at the Helm of Expert Media Training

After years of providing media training only for her public relations clients, Lisa began to receive media training requests from people around the world. She officially opened Expert Media Training as a stand-alone entity and now provides media training and presentation training to entrepreneurs, executives, attorneys, medical doctors, actors, music artists, athletes and other public figures.

Lisa has prepared clients for interviews with media outlets that include Good Morning America, The Oprah Winfrey Show, TIME, The Wall Street Journal, USA Today, CNN, Redbook and hundreds of others.



Expert Media Training
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Business Strategy Experience that Influences Media Trainer Lisa Elia

From an early point in her career, Lisa's clients turned to her for advice on strategies that extended far beyond those provided by a media trainer or PR professional. She sharpened her skills as a business strategist and tapped into the ability to make high-level connections between people and concepts, which she had developed as a publicist. For her clients, she facilitated high-level product distribution deals, co-branded promotional ventures, national and international charity alignments, and other game-changing initiatives.

A focus on the overall business strategy for the client is maintained throughout the media training and presentation training that Lisa and our team provide.

To learn about our media training and presentation training programs, visit our Services page at <https://expertmediatraining.com/services>

Lisa Elia as a Speaker

Lisa was thrown into her first public speaking engagement when she was in her late 20s, when she was asked to fill in for a friend to create and present at a university on "How to Create a Marketing Plan for Your Small Business." Prior to that, she had seen herself as a behind-the-scenes business builder for her clients. After the first shaky presentation, Lisa studied with top acting and presentation instructors and became a sought-after public speaker. She took a break from the stage for a few years, when her PR firm kept her so busy that she had no time for public speaking. Then, in 2009, she began receiving requests to speak, resumed her career as a speaker and has addressed thousands of people from the stage since then.



It is this firsthand knowledge and education (including a degree in communication with a public relations focus) that enables Lisa to provide top-quality presentation training and media training.

For more details about Lisa as a speaker, visit <https://expertmediatraining.com/speaking>

To discuss working with Media Trainer and Presentation Trainer
Lisa Elia and the Expert Media Training team, contact us at
team@expertmediatraining.com or 310-479-0217.

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