

Sam McAlister

BAFTA-Nominated Interviews Producer on BBC Newsnight

The Art and Science of Negotiation For 10 years, Sam McAlister pulled the strings behind the scenes of *BBC Newsnight* to negotiate and secure exclusive interviews with royalty, heads of state, global business leaders, and world-famous celebrities. Just as in show business, negotiation skills are paramount for achieving favourable outcomes and building beneficial relationships in today's business landscape. In this talk, McAlister explores the intricacies of negotiation and offers insights and strategies for mastering the art of negotiation to arrive at the desired outcome.

Enhancing Communication for Impact Effective communication was the single-most important skill for Sam McAlister to master in order for her to be successful during her decade as *BBC Newsnight's* interviews producer. It led to her securing exclusive interviews for the programme with global newsmakers, including Sheryl Sandberg, Elon Musk, and even Prince Andrew. Reflecting on experiences from her own career, she shares practical strategies for communicating with maximum effect — including mastering nonverbal cues and crafting compelling narratives. McAlister leaves audience members with tools to enhance their influence, build stronger relationships, and achieve their goals.

Exploring Current Affairs In addition to her tenure as interviews producer for *BBC Newsnight*, Sam McAlister is a renowned journalist and TV presenter with a keen eye on the pressing issues shaping our time. McAlister examines the aspects of the news of the day that matter most to audiences and offers deep, clear analysis on the heart of the issues, as well as their potential impact on the world around us.

In addition to the above, Sam McAlister is well-positioned to delivered custom keynotes on the following additional topics: The Media Leadership Crisis Management Journalism Women In the Media