

### Media Training

- The Press
- TV and Radio
- Issues and the Media
- Crisis Media Management
- High Priority Training



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### Communications Training

- Presentation Skills
- Messaging Skills
- Writing a Press Release
- Writing for Radio



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### Broadcast Training

- Presenter Training
- Tele-prompter Training
- Technical Skills



## Media Training

### Getting your message across

What are the questions you fear most? Are you feeling confident? How will you come across?

Media Skills Training gives you the tools to take control when the pressure is on. Our promise to you is that we will deliver the very best training, tailored to your individual needs. We will provide a warm welcome in a friendly, non-threatening environment where you can learn in confidence and take control of any media situation.

Our courses are designed to cater for your exact needs. Whether you are looking for a two-day media workshop for fifty people or a one-hour training module before appearing on BBC TV's *Watchdog*, we can help you. Our trainers are media professionals and are here to help you achieve your aim of taking control and delivering your message.

Whatever your need for media training we can provide it.

#### Training

A detailed schedule will be produced for your training session. This can range from an intensive one-hour training module up to a full three-day event.

The training course will be built to your exact requirements, based on the brief and the needs of those taking part. Typically, media training courses are designed for up to six delegates.

Sessions will include practical exercises with Press, Radio and TV interviews, followed by analytical appraisals with the tutor. Each interview session will help you to acquire the confidence and skills necessary to take control of any media interview.

Individual recordings of individual delegate interviews can be provided.



# Media Training

## TV and Radio

The power of the broadcast media is indisputable. Millions of pounds are spent by advertisers every week in an effort to reach their target audience. An interview on TV or Radio can be a unique opportunity for you to raise the profile of your company or give your side of a story. But it can also go wrong – maybe you just didn't get the message across or, worse still, you were pushed into a corner. Either way, it was 'live' on air and the moment has passed.

Our media skills training will equip you to take control and to get your message across with confidence.

The training will explore the principles of good interview techniques and, with practical exercises in the studio, you will put these into practice. Under the guidance of broadcast professionals you will acquire the skills you need to prepare for your interview and deliver the goods – confidently and on time.

### Training

- Understand the key principles of successful broadcasting
- Learn how to prepare for an interview, phone-in or discussion
- Learn the ABC of getting your core message across
- Stay in touch with your audience
- Avoid jargon
- Communicate clearly and effectively

We will help you to become familiar with the environment of a TV or Radio studio and give professional advice about how to present yourself well in front of the camera or microphone. Our courses cover all aspects of TV and Radio interviews, whether you have been asked to represent your company in a face-to-face interview, down-the-line, or as part of a discussion or radio phone-in.

### Training

- Radio studio interviews
- Doorstep Radio interviews
- Telephone interviews
- Radio phone-in programmes
- TV studio interviews
- Location TV interviews
- TV down-the-line interviews
- Soundbites

Our training courses provide you with a chance to practice your skills in an authentic studio setting and give practical and non-critical feedback to help you with 'live' exposure.



# Media Training

## The Press

### Press interviews

In a few moments a journalist could call you. Are you ready?

Whatever the story and whatever the angle, the key to success is in preparation. You may be unsure what the journalist is after. Are they on your side or maybe they are looking for an exclusive where the real facts are lost.

Our professional journalists will guide you through the pitfalls of a press interview and show you what a reporter really wants. You will be shown how to manage the interview and how to establish the ground rules. Through planning, research and strategy you will be shown how to take control of the interview and get the best result. We'll also show you how to deal with those difficult questions and you will leave with a recording or a written article based on your interviews

### Training

- Telephone Press interviews
- Face-to-face Press interviews
- Planning and researching the interview

### Press conference

The press conference can be one of the most stressful interview situations you can encounter. If the Press sense that a story is waiting to be uncovered they will pursue it mercilessly. Whilst you should always be well prepared for any media interview, it is VITAL in a press conference.

Our experienced journalists will show you exactly how to prepare for a press conference and teach you how to control it and effectively stage manage the meeting with the Press. We will advise on how to plan and manage the meeting with assistance from your own Press Office or PR representative. Whether you are managing a crisis or launching a new product we will show you how to find the opportunities and maximize the potential.

### Training

- Planning your press conference
- Building your skills



# Media Training

## Crisis Media Management

Preparing for the unthinkable? We specialize in Crisis Management Training, preparing you for the event you hope will never happen. In a crisis your company can quickly become the centre of attention, attracting the interest of the national media. We can advise on the preparation of a crisis media strategy. We train you to implement your plans by providing highly realistic role-play situations. We will help you to plan and carry out an authentic training exercise to ensure your strategy provides effective media management.

During a real crisis situation, we can advise on an ongoing basis as the need arises.

### Training

- Crisis management strategy
- Structured role-play crisis interviews
- On-site crisis training
- Press interviews
- Radio and TV interviews
- Review of crisis exercise



# Media Training

## High Priority Training

You may not perceive the need for media training until you are asked for an interview.

The value of media training is widely acknowledged and the skills learned from an effective training session are valuable even if you never have to give an interview.

Sometimes the unexpected really does happen and some of our clients have found themselves at the centre of media attention when they least expected it!

We have trained several clients before they have had to make an important statement or appear on National Radio or TV – in some cases only a few hours before appearing on BBC TV's Watchdog programme.

Preparation is the key to success when taking part in any form of media interview and we can show you how to manage and take control of the most hostile interview situation.

Chief executives and senior board members are often under extreme pressure to perform in front of the broadcast media – often at short notice. It does not follow that someone with a good head for business will give a good interview; there is little room for error.

Time may be short, but call us – we are here to help you.

### Training

- Press interviews
- Press Conference
- Radio and TV interviews



# Media Training

## Sample Training Schedule

### Media Skills Training

#### PRESS, TV and Radio

09:15	Introduction to the course
09:20	Experiences of the media
09:30	Message skills
10:45	The press interview – what the journalist is looking for
11:00	Press interviews / doorstep radio interviews
11:30	Review doorstep interviews
12:30	Record radio studio interviews
12:45	LUNCH
1:30	Playback and review radio interviews
2:15	TV interviews and appraisals
3:30	Soundbite interviews and appraisals
4:15	Press de-brief and final discussion
5:00	Course ends

Action Aid	Initial Style
Athena Medical PR	Jet Air
Ash Communications	Jo Brand
Avenance	Kiri Te Kanawa
Biogen	KPMG
BBC Radio	Karen Millen
Barclays Stockbrokers Ltd	Liberty Europe
Bluewater	Lendlease Bluewater
BMAPA	Menarini Pharmaceuticals
British Balloon & Airship Club	MacDonalds
British Telecom	Mundipharma
Carpe Diem Communications	National Summer Fruits
Cohn & Wolfe PR	NASUWT
Consumers Association	NHBC
Charles Barker	Orbis Software Ltd
Country Landowners Association	Orange
Daybreak Communications	Post Office
Diocese of Oxford	Post Office Travel Services
Firebox	H M Prison Governors
Flying Pictures Ltd	Philips
Grant Thornton	RSPB
Harvey Nichols	Sainsburys
Hewlett Packard	Seventh-day Adventist Church
Hill & Knowlton	Top Jobs on the Net
HM Coastguard	The Leadership Trust
IBM UK	Virgin Electric
Idis World Medicines	

# Media Training

## Issues and the Media

An appropriate media strategy is essential in dealing sensitively with the issues that really matter to people.

The interest of the media invariably focuses on sensitive issues. Such issues often relate directly to business operations and goals and media relations can play a crucial role in the ultimate success or failure of a project in the face of opposition or attention.

More than ever companies are coming under close scrutiny, particularly where there are environmental, health or human concerns, and you can be sure that the media will be closely involved.

If you are a business involved with sensitive issues then we can help you to formulate an appropriate media strategy and enable you to implement it.

As well as learning to take control of an interview situation there is often an opportunity for being proactive and seeking positive media exposure. We can help identify the opportunities and how best to utilize them.

### Training

- Identify key issues
- Maximize opportunities
- Planning and strategy
- Press interviews
- Press Conference
- Radio and TV interviews



# Media Training

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## Training Venues

### Training at:

- Client's own premises
- London studios
- Specialist training centres
- Location venues: UK and worldwide

We can provide media training at almost any location in the UK or worldwide. If you have a specific location where you would like us to provide the training we will be pleased to arrange this for you.

Generally, the most useful location for training is at the client's own premises, or at our own training facilities in or around London.

Our main training venues are:

### London Wall Studios

Our state-of-the-art TV and Radio studio is situated in the heart of the City of London in a Grade II listed building, just 5 minutes walk from Liverpool Street and Moorgate stations.

### Latimer House

Latimer House is set in a superb countryside setting in Buckinghamshire, overlooking the Chess Valley yet is only minutes from Junction 18 of the M25 and a short distance from Chalfont and Latimer rail link to central London. Heathrow is also within easy reach.

### Chartridge Conference Centre

Chartridge Conference Centre is set in 25 acres of beautiful Chilterns countryside, yet is only 20 miles from the centre of London. Chartridge is within easy reach of M1, M40 and M25 motorway links and Heathrow.



London Wall Studios



Latimer House



Chartridge Conference Centre