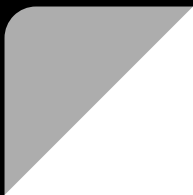

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Media training overview

Details and deliverables

2019



OVERVIEW AND AGENDA

What is media training?

This workshop will up-skill your key spokespeople and fully prepare them to engage with all types of media. Following this training, your team will be skilled in conveying the right messages during interviews whether this be radio, TV or print. We'll also cover how to answer difficult questions and come across as genuine and expert.

Attendees will learn how to fully prepare for an interview, understand what journalists / interviewers are looking for and how to adjust style according to media type and title.

Typical agenda

- Welcome - 15 mins
- Mock interview - 15 mins
- Feedback - 30 mins
- Introduction to the media - 30 mins
- Break - 15 mins
- Defining key messages - 45 mins
- Media types and titles - 45 mins
- Mock print interview - 15 mins
- Lunch - 30 mins
- Techniques - 45 mins
- Mock Radio interview - 15 mins
- Mock TV interview - 15 mins
- Break - 15 mins
- Review mocks - 1 hour
- Wrap up - 30 mins

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DELIVERABLES

How to properly prepare for a media interview

Key message planning and delivery

Bridging techniques for challenging questions

The art of the soundbyte

LOGISTICS AND PRICE

Who can benefit

Anyone that engages with media can benefit from this workshop. We recommend that all spokespeople within the business attend media training on an annual basis.

Logistics

The workshop is a full day training session (6.5 hours + 30 minutes lunch). We can come to you and will provide all materials. A simple questionnaire will be sent ahead of time to allow for details and specific preparation for the session for your business. This course is ideal for one or two people and can be run in a condensed version for three people.

Price

The YOURS . SINCERELY messaging workshop costs £975 + expenses

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Thank you

For more information contact:
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