

media training: including crises and reputation management

This course is offered on two levels: basic and advanced. Prior to any training, there will be discussion with the client to understand their needs and focus on the most appropriate content. Usually group training would be limited to up to six people and with the more advanced courses there would normally be extra focus on individual work. Where camera work is included a tape for each individual or company would be made available to retain. As with any good service, there is always the ability to tailor it to individual need, making a first class, bespoke outcome.

our media team includes:

- A top professional, award-winning journalist and news anchorman
- An award-winning producer/director with 25 years of broadcasting behind her to draw on
- A vastly experienced and respected television cameraman
- A regular commentator and columnist with decades of interviewee experience to draw on

We offer a full range of skills training on an incremental scale, depending upon your needs, from basic awareness of how to work successfully with all forms of media – getting your message across, understanding process, being a confident interviewee – to the most advanced level of crises and reputation management.

basic level – two trainers

- How the media operate. An examination of written and broadcast media
- Outline strategy for organisation or individual
- Press releases. A look at the various models and which one suits the client's needs best
- Interviews – for written and basic broadcast – preparation and delivery
- Press conferences of all sizes with their planning and choreography
- Specific work with spokespeople and development of required skills

advanced level – trainers as required

This course will include as much of the basic course as required in addition to:

- Detailed crises planning with the emphasis on preventative work. Unexpected events occur and can suddenly push a company into the full glare of the media spotlight. We can help manage what could be a particularly stressful and critical period for individuals and the company's future.
- Preparing senior staff to be effective spokespeople
- Getting the strategy right. How to set up and manage the correct channels within the organisation to be best prepared for any eventuality
- Managing the news output as much as possible
- Being aware of the difference between secrecy and privacy
- Rehearsed interviews in all mediums
- Extra focus on image and language

What people say about the training:

"The training was invaluable in helping our organisation become more effective communicators. Through this excellent course we now feel more able to deal with unexpected events"

Jon Doble, Director, Churches Council for Industry and Social Responsibility