

ESSENTIAL MEDIA TRAINING

A two-day highly practical workshop for people who need to give media interviews and want to ensure that they get their message across successfully and professionally.



This highly practical two day course is ideal for you if you haven't given media interviews before or if you've had some interviews in the past but felt that they haven't gone as well as you would have liked. It is also suitable if you are used to the occasional media interview but now have to appear more frequently on radio or television. During the two days you will learn how to fully prepare for the interview, deal with difficult questions, get your message across successfully and present yourself effectively on radio and television and other types of media.

Workshop Objectives

- Understand the media and how to manage them effectively
- Learn how to fully prepare for your media interviews
- Learn how to get your key messages across clearly
- Speak with greater confidence and influence when talking to the media
- Learn how to think on your feet and deal with awkward questions
- Convey a more professional style when appearing on radio or TV/Camera

Workshop Outline - Day 1

Introduction & Initial Interview Practice

- Personal introductions and expectations of the course
- A short interview with trainer analysis & feedback

Speaking with Greater Confidence to the Media

- Techniques to help control nervous energy
- Developing a confident and more interesting voice

Preparing for the Media

- Knowing your audience
- Creating your own personal profile
- Understanding the interviewer's perspective

Establishing Your Key Message

- Identifying your key message and approach
- Creating a memorable sound-bite
- Practice session on key message and sound-bites

Media Interview Practice

- Individual interview applying techniques developed
- Review of interview

Dealing with Journalist's Questions

- Managing the interviewer's expectations
- Thinking on your feet and staying calm under pressure
- How to avoid journalist 'traps' or 'trick' questions
- Dealing with difficult questions - keeping "on message"

Managing Different Types of Interview

- Print journalist interview
- Telephone or face-to-face interviews

Difficult Interview Practice

- Preparing questions for a difficult interview
- Interview delivery, analysis and trainer feedback

Day 2

Developing Greater Influence on the Radio

- How the voice conveys hidden meanings
- Developing your voice to influence the message

Managing the Radio Interview Effectively

- Speaking clearly on the radio
- Managing the challenges of a 'live' interview
- Getting the most out of your time 'on air'

Interview Practice

- Preparing for a radio interview
- Individual interview delivery & trainer review

Effective Body Language for TV Interviews

- Eye contact and facial energy to enhance impact
- Learning how to use gesture effectively on camera
- How to communicate a powerful message
- What to wear/not to wear etc & make-up tips

Managing the TV Interview Effectively

- Understanding the different formats of TV interviews
- Dealing with different types of questions positively
- Getting your message across in a restricted time

Working with Different Types of Internet Media

- Understanding different types & their challenges
- Thinking on your feet and dealing with questions

Interview Practice

- Preparing for a TV / internet interview
- Individual interview delivery & trainer review

General Feedback Session

- Personal action plans
- End of course review

Call us today on +44 (0)8456 444 150 to book your workshop

Public Workshop Dates: 2011 - 12

The **start** dates for each of our 2-day public workshops in London are listed below:-

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Central London	–	23	–	–	–	6	–	–	12

Workshop Fee - £747 + VAT (£896.40 inc VAT) includes:-

- ✓ Two day intensive workshop for maximum of 6 attendees
- ✓ Numerous interview practice sessions with trainer feedback
- ✓ Personal coaching from an expert trainer
- ✓ Workshop manual full of practical advice
- ✓ Ongoing adhoc support by email
- ✓ Refreshments and light lunch on both days

Bookings

You can book a public workshop place online via our website at www.skillstudio.co.uk. Alternatively, just Email us at public@skillstudio.co.uk or call us on +44 (0)8456 444 150 and we will be happy to check availability and organise your booking.

In-Company Workshops

Our in-company workshops can be held on a date of your choice and at any location in the UK or across Europe (eg your in-house training facilities, a local hotel or business centre).

Our workshops can also be tailored to meet your specific requirements both in terms of content and duration.

To discuss your requirements in more detail and receive a fully costed training proposal from us, please email us at inhouse@skillstudio.co.uk or call us on +44 (0)8456 444 150.

About Skillstudio

Skillstudio is one of the UK's leading providers of communication skills training services. We are passionate about drawing out the best in people. Since early 2001 we have worked with thousands of people from over a thousand organisations throughout the UK and Europe. **Our client base now includes more than 50% of the FTSE100 companies.** Other clients include International Blue Chip companies through to SME's; Central Government bodies through to local borough & county councils; schools; colleges; universities; hospitals; and charities. We are also an approved external CPD training supplier for the Law Society of England & Wales.

Client Feedback on Skillstudio Courses

An excellent instructor, with the ability to keep all of us enthused throughout the 2 days. This is probably the best training that I have ever been on.

NR International

A great course, I was fully engaged and interested throughout.

Royal Bank of Scotland

Really useful advice from an expert. Great to have the opportunity to discuss different approaches.

Roche Products

Very helpful and useful to myself and has given me an insight on what to expect in interviews.

Gyros Medical

Client List

BT Group
 Shell
 BBC
 CNN
 Astra Zeneca
 GSK
 LloydsPharmacy
 P&O Group
 Lloyds Bank
 Nationwide
 BP
 John Lewis
 Sony Music
 Lifesearch
 McKesson
 UK Passport Service
 RBS
 HSBC
 Vodafone
 Home Office
 Cardiff County Council
 Staffordshire County Council
 Wandsworth Borough Council
 HPA ... and many more

Skillstudio Training Services

Public Workshops in:-

Public Speaking & Presentation Skills, Communication Skills, Vocal Impact, Body Language, Media Skills, Job Interview Skills

One-to-One Coaching and In-Company Training in:-

Presentation Skills	Public Speaking	Communication Skills	Questioning & Listening Skills	Interview Technique
Media Skills	Assertiveness	Chairperson Skills	Body Language Awareness	Facilitation Skills
Telephone Technique	Vocal Skills	Accent Softening	Elocution	Sales Skills