

# 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: 2010

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

### London

<b>Apr-10</b> 15-16	<b>Jun-10</b> 7-8	<b>Sep-10</b> 1-2	<b>Nov-10</b> 8-9
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### Birmingham

<b>Mar-10</b> 4-5	<b>Sep-10</b> 14-15
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## Workshop Fee - £747 + VAT (£877.73 inc VAT) includes:-

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

## Bookings

To make a booking for any of these public workshops please contact us via Email at public@skillstudio.co.uk or via telephone on +44 (0)8456 444 150 and we will be happy to check availability and forward you an application form.

## In-Company Workshops

Our in-company workshops are held at your company location (anywhere in the UK). Our fees for the two day workshop for up to 6 people are from £2690 (exc VAT).

### Workshops can also be adapted in both duration and content to meet your specific requirements.

To discuss your requirements in more detail or to make a workshop booking, please contact us via Email at inhouse@skillstudio.co.uk or via telephone 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  
Royal Bank of Scotland  
HBOS  
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	