

# 2020 Training Programme

Summer | Autumn



MORE THAN 20 YEARS OF FIRST-CLASS MEDIA,  
PR AND COMMUNICATION SKILLS TRAINING

[mediafriendly.org](https://mediafriendly.org)

“A really thought provoking and interesting day. Great expertise and engagement by Andrew, he really personalised the training for each person.”

Ofsted

## Communicate with confidence, credibility and control



Reputations can be ruined in a moment. An ill-judged tweet, an “off the cuff” comment in a media interview or a poor presentation can undo decades of good work.

Preparing effectively, with highly experienced media and communication skills trainers, will build your confidence, enhance your skills and protect your reputation.



Whether you need to face a challenging television interview, understand how to write a blog or deliver a presentation at your annual conference, Media Friendly will work with you to hone your messages, rehearse your story and perfect your performance.

Our training is not just realistic and stimulating, it's also informative and fun. We focus on you, building your skills and confidence so that you can simplify complex messages and communicate with impact, power and credibility.



Media Friendly have been empowering senior and aspiring leaders for more than twenty years. We've developed a range of training courses, which can be tailored to your personal requirements and to fit your organisational demands.

All of our scheduled courses are also offered as **bespoke training in your own premises**.

So **talk to us** about your Media, PR and Communication skills training requirements, or **book** on one of our 2020 scheduled courses.

We look forward to working with you soon.

**Andrew Carapiet and Moya Fillmore, Founders**





# 2020 Training Programme

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## MEDIA TRAINING COURSES..... pg 9

Media Interview Skills.....	5 June   27 July   10, 31 Aug   7 Sept   9, 19 Oct   20 Nov   15 Dec
Proactive PR and Media Interview Skills Training.....	4 June   2, 22 Jul   26 Aug   8 Oct   5 Nov   14 Dec
Advanced Media Skills Workshop.....	24 June   18 Aug   1, 18 Sept   28 Oct
Crisis Media Management.....	30 June   20 July   20 Aug   3, 10 Sept   3, 24 Nov   2 Dec
Social Media Training.....	18 June   21 July   11 Aug   8 Sept   23 Oct

## TRAINING FOR PR PROFESSIONALS..... pg 13

Creating Professional iPhone Videos.....	8 June   16 July   23 Sept   13 Oct   4, 13 Nov   7, 16 Dec
Writing Compelling Online Content.....	15, 29 June   3 Aug   24 Sept   23 Nov   9 Dec
Train the Trainer - Media Training.....	16 June   6 July   12 Aug   14 Sept   21 Oct   9, 25 Nov
Internal Communications - PR Training.....	3 June   13 July   6 Aug   4 Sept   20 Oct
Crisis Communications for PR Professionals.....	10 June   15, 30 July   13 Aug   21 Sept   15 Oct   18 Dec
Media Law & Crisis Communications.....	24 July   7 Aug   28 Sept   2 Nov   1 Dec
Media Bootcamp.....	8, 28 July   16 Sept   16 Oct   11, 27 Nov
Online and Digital Marketing.....	26 June   17 Aug   2 Sept   30 Oct   30 Nov
Proactive PR Training Skills.....	25 June   5 Aug   1, 29 Oct   4 Dec
Running Successful PR Campaigns.....	23 June   31 July   22 Sept   6, 27 Oct   10 Dec

## COMMUNICATION SKILLS COURSES..... pg 21

Communicating Change & Public Consultation.....	1 July   30 Sept   3 Dec
Public Speaking & Media Interview Skills.....	14 July   21 Aug   12 Nov
Public Consultation & Media Interview Skills.....	2 June   4 Aug   7 Oct   11 Dec
Proactive PR for Public Health Professionals.....	1 June   3 July   14, 25 Aug   2 Oct   6 Nov   8 Dec
Public Speaking & Presentation Skills.....	17 June   23 July   15 Sept   14, 22 Oct   26 Nov   17 Dec
Presenting with Power, Impact & Empathy.....	9 June   7 July   17 Sept   12 Oct   10 Nov

For online bookings and more information visit  
**[www.mediafriendly.org](http://www.mediafriendly.org)** or call us on **01628 474 154**



# How to plan your media training

## Media Friendly specialise in Media Interview Skills, PR and Communication Skills training.

We offer our fully tailored courses in your own premises. For individuals who prefer to attend public courses, we also run regular courses in our training centre in Marlow, Buckinghamshire and other venues around the country.

We have been designing and delivering training programmes for nearly twenty years. All of our training is tailored to your specific issues and the individual participants on each course. Let us help you plan your next training programme:

### WHO NEEDS MEDIA TRAINING?

- Your CEO and executive management team
- Senior managers and other key spokespeople
- On-call staff and middle managers
- Staff who may have to deal with media enquiries

### WHICH TRAINING COURSE WILL WORK BEST?

- Our advanced media skills workshop focuses on corporate and serious issues and is ideal for CEOs and executive managers.
- Our media interview skills course is perfect for new spokespeople who have little or no experience.
- We recommend crisis media training for on-call managers and those who may be faced with a potential crisis at short notice.
- Our combined proactive PR and media interview skills is designed for managers who also need to have a basic knowledge of PR.
- Our media awareness seminar promotes a proactive attitude towards the media for a larger number of people.
- We recommend a short media refresher course every two years.

### WHAT HAS PROMPTED THIS TRAINING?

- Do you need support with a specific issue?
- Do you have an event that you want to promote?
- Would you like to prepare for a potential media crisis?
- Is this part of your leadership development programme?
- Is this part of your induction training for new staff?
- Would you like to raise media awareness in your organisation?

### WHAT TYPE OF INTERVIEW SCENARIOS WOULD YOU LIKE TO COVER?

- Do you have a success story to promote?
- What kind of crisis issues could hit you?
- Do you need media training as part of your contingency planning?
- Would you like to develop key messages for specific audiences?
- Do you have specific media outlets that you need to target?

### HOW MANY PEOPLE CAN BE TRAINED AT ONE TIME?

- Media training is highly practical, with plenty of interview experience, playback analysis and one to one tuition, so it works better in smaller groups.
- We recommend training six people on a full day course or up to four people on a half day course.
- We also offer one to one half day training sessions.
- We recommend media awareness sessions as a half day course for non-spokespeople. It can also be tailored and used as part of an annual conference or networking event.
- We offer discounted rates for larger programmes.

### WHERE IS THE BEST PLACE TO RUN THIS TRAINING?

- You can have the training anywhere, it doesn't have to be in a studio.
- We can run this in your own premises, using our cameras and equipment.
- We can use a local external venue, away from office distractions.
- You can come to our beautiful training centre, as an away day.
- We can also book a local broadcast studio.

# Bespoke courses

## Bespoke Media, PR and Communication Skills Training in your own premises.

Our public courses are highly interactive and a great way to network and exchange ideas with professionals from other organisations.

Sometimes it's preferable to run tailored training in your own premises. This works very well when you need to train your whole team on a specific scenario or prepare for a potential media crisis.

Getting it right is as important for us as it is for you, so we are happy to spend time discussing your training requirements and tailoring your workshop. Our aim is to deliver training that is highly relevant, engaging and stimulating.

We will make it easy for you. We come to you. We bring our cameras, lights and technical equipment and deliver our training in your own premises, local studio or other venue.

We also offer ongoing support, including a free media interview rehearsal service on the phone for up to twelve months following our media training.

All our public courses are available as bespoke courses run in your own premises:

- Media Interview Skills Workshop
- Media Awareness Seminar
- Advanced Media Skills Workshop
- Crisis Media Management
- Media Law and Crisis Communications
- Media Bootcamp
- Proactive PR Training Skills
- Creating professional iPhone videos
- Train the Trainer
- Internal Communications– PR Training
- Running Successful PR Campaigns
- Writing Compelling Content
- Online and Digital Marketing
- Social Media Training
- Advanced PR Training
- Public Speaking and Media Interview Skills
- Communicating Change and Public Consultation
- Public Speaking and Presentation Skills
- Public Consultation and Media Interview Skills
- Presenting with Power, Impact and Empathy

“Fantastic and worthwhile course, which will be useful in my everyday duties at work. I will also use these skills to get my message across in external formal meetings.”

*Peabody Housing Association*





MEDIA INTERVIEW SKILLS WORKSHOP

10:00am – 5:00pm | 5 June | 27 July | 10, 31 Aug | 7 Sept | 9, 19 Oct | 20 Nov | 15 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**Media Friendly Media Training will give you the skills needed to face the media with energy, enthusiasm and confidence.**

This workshop combines theory with hands on practice of interview technique. We tailor a range of interview scenarios, specifically for you. You will learn how to identify your key messages and how to promote the good news within your organisation. You will learn techniques to help you handle crisis situations, how to keep the media under control and prevent a serious situation turning into a media circus. You'll take part in realistic media interviews with tailored scenarios and playback analysis to prepare you for real-life Print, Radio and Television Interviews. We alert you to the pitfalls, show how to stay on message and how to avoid those tricky journalistic traps that can so easily snare even seasoned media performers.

AUDIENCE:

- Chief Executives and Directors
- Senior Managers
- Key Spokespeople
- Newly appointed managers

YOU WILL LEARN:

- How the Media works
- What makes a news story
- To generate news interest in your activities
- Key principles of dealing with the media
- How to protect and enhance your reputation
- How to use the Communications Team effectively
- To prepare for print and broadcast Interviews
- Identify and develop your own key messages
- Deliver effective interviews for print radio and Television
- Use the media to promote your success stories
- Take control of crisis & success media interviews
- Tips on voice – for radio and visual presentation – for television

WHAT TO EXPECT:

The full day course is divided into two sessions, a short theory session followed by a much longer practical session, interspersed with tips and advice. You will take part in at least three “real life” media interviews, covering print, radio and television. Each interview is recorded and played back for analysis. Our open courses are tailored to each participant, with individual interview scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

ALL PARTICIPANTS RECEIVE:

- A DVD with all their interviews
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- 12 months FREE advice and support by phone should you need this before any future interview

PROACTIVE PR AND MEDIA INTERVIEW SKILLS TRAINING

10:00am – 5:00pm | 4 June | 2, 22 Jul | 26 Aug | 8 Oct | 5 Nov | 14 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**This workshop will give you the skills that you need to face the media with energy, enthusiasm and confidence.**

The emphasis is on being proactive and news reactive helping you understand the potential news value within your organisation. We will help you with “creating the news” – turning everyday activities into newsworthy stories, campaigns and copy. We cover the whole process of proactivity, from highlighting the idea, writing the press release, making the follow up call to the journalist, to handling the press enquiry and interview. This course combines both PR and media interview skills.

AUDIENCE:

- PR Professionals
- Communication Leads
- Press Officers
- PR Managers

YOU WILL LEARN HOW TO:

- Identify positive news and feature opportunities
- Write effective press releases
- Develop a PR plan
- Develop the business case to get Leadership Team “buy-in”
- Assess the needs of a campaign
- Work out objectives
- Develop PR strategies
- Action the plan — i.e. conducting a successful programme
- Measure results
- Be proactive with the media
- Use the media to promote your success stories effectively
- Handle success and crisis media interviews
- Become an effective media communicator

WHAT TO EXPECT:

The full day course is divided into two sessions, a Proactive PR session followed by a media Interview skills session, each filled with tips and advice. You will take part in several practical exercises, writing press releases, strategy development and briefing spokespeople followed by practical media interviews in the afternoon. All exercises are reviewed and analysed. Our open courses are tailored to each participant.

We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

ALL PARTICIPANTS RECEIVE:

- A DVD of performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- Press release templates



## ADVANCED MEDIA SKILLS WORKSHOP

10:00am – 5:00pm | 24 June | 18 Aug | 1, 18 Sept | 28 Oct  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**This advanced training is for very experienced spokespeople who need to handle rigorous media interviews on serious issues. It is very challenging, with demanding subject areas and tough interviews.**

We concentrate on developing the skills needed to handle all types of media interviews, from the conventional office based interview, to radio and television interviews and the more intimidating “doorstep” journalistic encounter. We are very keen to emphasise the issue of control – how to take control of the interview – and we will show you effective ways of achieving this. We record every interview and analyse them to highlight positive and negative aspects The ultimate aim is to build confidence so that you feel comfortable and in control of all future media interviews.

### AUDIENCE:

- Chief Executives and Directors
- Senior Managers
- PR and Media Managers
- Experienced Key Spokespeople

### YOU WILL LEARN HOW TO:

- Prepare for crisis– the basic tools
- Identify the kind of issues that could hit you
- Build a crisis management team
- Prepare materials
- Formulate key messages
- Use our 3 R formula (Regret, Reason and Remedy)
- Identify your audience and your crisis spokespeople
- Handle all types of Crisis Media Interviews
- Maintain control of media interviews
- Ensure your side of the story is heard
- Develop successful media handling skills
- Improve TV, radio and press interview technique
- Take control of media interviews
- Handle difficult interviews with challenging material

- Use media tools – such as holding statements and Q&A sheets
- Take control of crisis & success media interviews
- Tips on voice – for radio and visual presentation – for television

### WHAT TO EXPECT:

The full day course is divided into two sessions, a short theory session followed by a much longer practical session, interspersed with tips and ad-vice. You will take part in at least three “real life” media interviews, covering print, radio and television. Each interview is recorded and played back for analysis. Our open courses are tailored to each participant, with individual interview scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

### ALL PARTICIPANTS RECEIVE:

- A DVD with all their interviews
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- 12 months FREE advice and support by phone should you need this before any future interview

## CRISIS MEDIA MANAGEMENT

10:00am – 5:00pm | 30 June | 20 July | 20 Aug | 3, 10 Sept | 3, 24 Nov | 2 Dec  
£645 per person, discounted to £525 per person if two people from the same organisation book together

**How you respond to the media in a crisis is critical to your reputation; will your organisation come up as caring and competent or unskilled and unprofessional?**

This course deals firstly with theoretical crisis management, then with practical media handling skills within a crisis framework. We give you universal techniques that can be used in any crisis or severe issue. Using video playback analysis, we ask you to take part in a series of media interviews, tailored to meet the needs of your organisation in crisis management situations. We will research your issues and prepare you for almost every eventuality connected to your crisis issues as well as give you a structure and set of tools to conduct successful media relations in future.

### AUDIENCE:

- Chief Executives, Chairs, Directors and Senior Managers
- Heads of Services and on call managers
- Anyone with a Media facing role
- Anyone involved in emergency planning

### YOU WILL LEARN HOW TO:

- Prepare for crisis with Issues Management – the basic tools
- Identify the kind of issues that could hit you
- Build a crisis management team
- Prepare materials
- Develop crisis management strategies and action plan
- Formulate key messages
- Use our 3 R formula (Regret, Reason and Remedy)
- Identify your audience and your crisis spokespeople
- Handle all types of Crisis Media Interviews
- Maintain control of media interviews
- Ensure your side of the story is heard

### WHAT TO EXPECT:

The full day course is divided into two sessions, a short theory session followed by a much longer practical session, interspersed with tips and advice. You will take part in at least three practical exercises, including developing an action plan, dealing with door stepping journalists and handling live media interviews. Each activity is recorded and played back for analysis. Our open courses are tailored to each participant, with individual interview scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

### ALL PARTICIPANTS RECEIVE:

- A DVD of practical exercises
- Workshop handouts and Media Interview rule book and handy tips card to help with future media interviews
- 12 months FREE advice and support by phone should you need this before any future interview

## SOCIAL MEDIA TRAINING

10:00am – 5:00pm | 18 June | 21 July | 11 Aug | 8 Sept | 23 Oct  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**This workshop is ideal for those that now want to understand the impact of social media and create a cohesive marketing tool that gives results.**

Each day millions of online conversations are taking place on social media sites such as Twitter, Facebook, YouTube and more. The multitude of opinions posted online each day influence decisions, perceptions and reputations. If you aren’t taking a proactive role in social media, you can be sure that others are. Social media has become an important part of reputation management. It creates trust through transparency and gives people a feeling of connection with your brand or company.

### AUDIENCE:

- Senior Managers
- PR Professionals
- Communication Officers
- Marketing Professionals

### YOU WILL LEARN:

- The relationship between traditional media and Social Media
- How people are using social media sites
- How to develop a clear understanding of Social Media tools & terminology
- How to develop your network using linked-in Twitter, Facebook
- How other councils use Youtube to communicate key messages
- How to develop a strategic approach to Social Media and blogging
- The importance of Social Media in reputation management
- How to proactively engage with stakeholders and enhance your reputation online
- The rules of engagement – the do’s and don’ts of social media relations

### WHAT TO EXPECT:

The full day course is presented using a combination of Power Point, Flip Charts, DVDs and internet. We show examples of best practice, demonstrating how some organisations optimise search engines to enhance their company and grow their businesses. We then go through the tools and services that we be most useful to your own organisation. Our open courses are tailored to each participant. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

### ALL PARTICIPANTS RECEIVE:

- Outline SEO strategy
- Workshop handouts
- Ongoing support by arrangement

“Just wanted to thank you – and Andrew – for the media training yesterday. It was much appreciated by our exec team, who commented on how much they had learned during the day, and how well it was presented.”

*Northampton General Hospital NHS Trust*





CREATING PROFESSIONAL iPHONE VIDEOS

10:00am – 5:00pm | 8 June | 16 July | 23 Sept | 13 Oct | 4, 13 Nov | 7, 16 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**Video is a powerful communication tool. More and more companies and organisations are using short, punchy video packages to promote their key messages on social media and websites.**

This course gives you the skills and knowledge you need to produce effective video using only an iPhone or iPad and a few inexpensive apps and accessories. So-called ‘Mojo’ (mobile journalism) gives you a video studio in your pocket, ideal for those on low budgets or who need to produce video at short-notice at remote locations. With a mobile device you can shoot quality video in the field and edit anywhere, on the train or plane – even in a coffee shop!

AUDIENCE:

- Charity workers
- Crisis managers
- Engineers
- Field operators
- Event organisers and reporters
- Internal and external communication operatives
- Press officers
- Social media producers
- Teachers and education administrators
- Trainers

YOU WILL LEARN:

- What equipment to buy
- How to plan an effective video
- How to shoot B roll and interviews
- Tips on avoiding common mistakes
- How to use light and sound effectively
- How to edit video using professional techniques
- How to share your production
- How to maximise the chances of people seeing your video

WHAT TO EXPECT:

The full day course offers a comprehensive introduction to the four main areas of video production: planning, shooting, editing and sharing with SEO (search engine optimisation). The emphasis is on practical skills-based learning, with delegates working in teams to plan, shoot and edit a short video package. We take a maximum of six participants per course. All equipment, including mobiles, is provided. Although we train using iPhones the course is also relevant to those with iPads or Android phones.

ALL PARTICIPANTS RECEIVE:

- Friendly guidance from a former BBC video journalist
- A comprehensive workbook covering everything on the course – and more
- Copy of trainer’s presentation slides
- All equipment on the day, including iPhones but we do ask you to bring your own earphones

WRITING COMPELLING ONLINE CONTENT

10:00am – 5:00pm | 15, 29 June | 3 Aug | 24 Sept | 23 Nov | 9 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**Too many companies publish boring, preachy and inaccessible content. This one-day workshop will show you how to create publications and blog posts that are interesting, relevant and engaging.**

AUDIENCE:

- Communications and PR professionals
- Press and PR officers
- Content writers
- HR professionals with responsibility for writing communications

YOU WILL LEARN:

- What makes content engaging
- How to find and create interesting material
- How to avoid ‘dull’ or ‘dry’ stories
- What structure template to use for different types of content
- How to ensure key message stand out
- The difference between news stories and feature articles
- How to write attention-grabbing headlines
- How to write a clear and concise opening paragraph
- The difference between writing for print and writing for online
- The purpose of photos, illustrations, captions and other design techniques
- How to make your content look engaging on the page and screen

WHAT TO EXPECT:

Using a mix of examples, discussions and exercises, ‘Writing compelling online content’ takes you through every aspect of finding, adapting, writing and illustrating content people want to read.

Working with your own and a selection of other company publications and blogs, you’ll analyse what makes content newsworthy and engaging. You’ll develop a new piece of content from scratch and take part in at least two writing exercises. You’ll receive encouraging feedback from your trainer and other members of the workshop. And you’ll work in groups to create the best design and layout for your new content.

To ensure everyone receives personal guidance and feedback, this workshop is limited to only six participants.

ALL PARTICIPANTS RECEIVE:

- Examples of good and bad writing
- Three different writing templates
- Workshop manual
- Printed copy of trainer’s presentation slides



TRAIN THE TRAINER – MEDIA TRAINING

10:00am – 5:00pm | 16 June | 6 July | 12 Aug | 14 Sept | 21 Oct | 9, 25 Nov  
£645 per person, discounted to £525 per person if two people from the same organisation book together

This is the ideal course for journalists, media and PR professionals who would like to become media trainers.

It is suitable for those who already have some experience of media training, either as a participant or as an observer. Our aim is to empower novice media trainers with the skills that they need to provide media training to their senior managers and other key spokespeople. The training is designed to enhance your existing knowledge and build your skills quickly in a supportive environment.

AUDIENCE:

- Senior Press Officers
- Heads of Communications
- Media and PR Managers
- Aspiring Media Trainers

YOU WILL LEARN HOW TO:

- Prepare your introduction
- Prepare course materials and develop interview scenarios
- Prepare journalist questions – crisis and success
- Take on the role of the journalist in mock interviews
- Turn a success story into crisis, and other journalistic tricks
- Analyse and feedback to the participants – highlighting the positive
- Prepare journalist questions – crisis and success
- Develop and refine key messages
- Give constructive criticism
- Brief spokespeople effectively for future interviews

WHAT TO EXPECT:

We will take you through the whole process of Media Training from preparing your interview scenarios to practical interviewing and analysing exercises.

We take you through a series of demonstrations and practical exercises that will give you the experience needed to brief your spokespeople effectively as well as prepare them practically for all types of media encounter.

We cover all the journalistic tricks, traps and pitfalls, showing you how to act and think as a ‘real’ journalist. We then move on to the more practical elements of Media training, including interview techniques and giving constructive feedback. Your exercises are filmed and played back for analysis. Our aim is to build your skills and confidence in a supportive environment.

ALL PARTICIPANTS RECEIVE:

- A DVD of practical exercises
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- Agenda layout for future Media Training sessions

INTERNAL COMMUNICATIONS – PR TRAINING

10:00am – 5:00pm | 3 June | 13 July | 6 Aug | 4 Sept | 20 Oct  
£495 per person, discounted to £425 per person if two people from the same organisation book together

For large organisations one of the biggest sections of your target audience is your own people. Understanding the importance of communicating and engaging with employees is an essential component of achieving your business goals.

But managing Internal Communications is a huge issue for most large organisations from the public and private sectors. It is imperative to secure support from senior managers and we pay particular regard to involving them as early as possible with the Internal Communications process. We cover different internal channels such as staff magazines, intranet, internal meetings, staff activities and video materials.

AUDIENCE:

- Directors and Senior Managers
- PR Professionals
- Communication Officers
- PR Managers

YOU WILL LEARN HOW TO:

- Understand the need for Internal Communications
- Identify your messages and internal audience
- Develop a “joined up” approach
- Sell-in ideas to your staff, partners and stakeholders
- Listen actively, address concerns attentively
- Get the most out of your traditional channels
- Utilise meaningful feedback into the information loop
- Optimise opportunities for managers to communicate with staff
- Develop innovative workshops and away-days

WHAT TO EXPECT:

The full day course covers both theory and practical, each session is filled with tips and advice. You will take part in at least three practical exercises, developing and enhancing your messages, presenting in public and handling questions from the floor. All exercises are reviewed and analysed. Our open courses are tailored to each participant. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

ALL PARTICIPANTS RECEIVE:

- A DVD with all performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews

CRISIS COMMUNICATIONS FOR PR PROFESSIONALS

10:00am – 5:00pm | 10 June | 15, 30 July | 13 Aug | 21 Sept | 15 Oct | 18 Dec  
£645 per person, discounted to £525 per person if two people from the same organisation book together

The Communications Team is the first port of call when a crisis hits. How you advise and support your executive management team is vital to your reputation.

This workshop is designed for PR professionals who may have to deal with a crisis or serious incident at very short notice. We will prepare you for almost every eventuality connected to any crisis issue as well as give you a structure and set of tools to conduct successful media relations in future. We tailor the training to cover your specific issues and meet your exact requirements, empowering you with the skills you need to handle a potential media crisis or deal with a major incident. The ultimate aim is to enhance your skills and ensure that you feel comfortable and confident when dealing with serious issues.

AUDIENCE:

- Heads of Press and PR
- PR Professionals
- Senior Communications Professionals
- Press Officers

YOU WILL LEARN HOW TO:

- Deal with a major incident
  - Crisis driven media
  - Key principles of dealing with a media crisis
  - The issues that could hit you
  - The Three R’s
- Identifying your audience
  - Who would be affected by the crisis?
  - Who could affect us?
  - Who needs to know?
- Strategic review
  - High profile or low profile. Accept responsibility?
  - Holding action or seize the initiative
  - Prepare your plan. Review it constantly. Brief relevant people
  - Centralise information. Share information
- Communication Tools
  - Decide your key messages
  - Develop your Q&A, Press Releases, Holding statements and Briefings
  - Social Media – Initiate, Monitor, Respond
  - Briefing your spokespeople

WHAT TO EXPECT:

Each workshop starts with an overview of crisis media management from a communications perspective. This is followed by a series of practical exercises, tailored to the individuals on each course. The main part of the training is “hands on” and practical. You take part in a series of crisis driven communications exercises, written and/or recorded. All exercises are reviewed and analysed to highlight positive and negative aspects.

Our open courses are tailored to each participant, with individual interview scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

ALL PARTICIPANTS RECEIVE:

- A DVD with all their interviews
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- 12 months FREE advice and support by phone should you need this before any future interview



“ I just wanted to say I found the media skills workshop really informative - it was pitched just right for what I needed. You had clearly spent time understanding our line of police work ensuring I got the maximum out of the day. Your knowledge of the industry really helped me understand the relationship with the media. I will be highly recommending you. Thank you. ”

West Mercia Police





## MEDIA LAW AND CRISIS COMMUNICATIONS

10:00am – 5:00pm | 24 July | 7 Aug | 28 Sept | 2 Nov | 1 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**Every Communications Department needs to understand the basics of media law and other legal aspects relating to the communications process.**

This training will outline the legal implications of Freedom of Information requests from the local paper to the reporting of high profile cases. We share with you how to deal with these requests and how to avoid mischievous journalist headlines. We will provide Case Studies to show you both poor and good examples of how to negotiate your way around legal minefields. We also cover crisis media management from a communications perspective, preparing you for almost every eventuality connected to any crisis issue and giving you a structure and set of tools to conduct successful media relations in future.

**AUDIENCE:**

- Local and regional Government Communications Officers
- Senior Managers
- PR and Marketing Professionals
- Corporate Communication Officers

**YOU WILL LEARN:**

- What you can and cannot say in your press release
- When “sub judice” and “confidentiality” apply
- How to respond to Freedom of Information requests
- Ensuring copyright is adhered to
- Avoiding Libel or Defamation
- Differences between Magistrates Courts and Juvenile Courts
- Differences between Summary proceedings and Preliminary proceedings
- The legal aspects relating to sexual offences
- Journalist sources
- Writing press releases that do not cross the law
- Prepare for crisis with Issues Management – the basic tools
- Identify the kind of issues that could hit you
- How to build a crisis management team
- Prepare materials

- Develop crisis management strategies and action plan
- How to brief your spokespeople
- How to handle the media during a crisis or serious issue

**WHAT TO EXPECT:**

The full day course is divided into two sessions, the first covers Media Law, the second Crisis Management from a communications perspective. Both sessions are filled with tips and advice. You will take part in at least three practical exercises including writing a holding statement, briefing your spokespeople and dealing with door stepping journalists. All exercises are reviewed and analysed. Our open courses are tailored to each participant, with individual scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

**ALL PARTICIPANTS RECEIVE:**

- A DVD with all performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future to bring your own earphones media interviews

## MEDIA BOOTCAMP

10:00am – 5:00pm | 8, 28 July | 16 Sept | 16 Oct | 11, 27 Nov  
£495 per person, discounted to £425 per person if two people from the same organisation book together

**This workshop will boost confidence and assertiveness skills of PR professionals – especially when speaking to the media.**

The course is divided into two modules: The first shows you how to interact with the media proactively when you have good news, and the second is how to handle the media during a crisis. In the first module we take you through the process of identifying success stories within your organisation and how to present these to the press in a way that will be of interest to them. We cover the mechanics of press release writing and other tools used to communicate with the media. The second module will prepare you for almost every eventuality connected to any crisis issue as well as give you a structure and set of tools to conduct successful media relations in future.

**AUDIENCE:**

- PR Professionals
- Communication Leads
- Press Officers
- PR Managers

**YOU WILL LEARN HOW TO:**

- Find stories and making them interesting to journalists
- Manage the release of news
- Write effective press releases
- Handle journalists enquiries
- Building relationships with journalists
- Handle unfair coverage
- Identify possible causes of crisis
- Formulate crisis management strategies
- Build a crisis management team
- Brief your spokespeople and other staff
- Developing holding statements and Q&A sheets

**WHAT TO EXPECT:**

The full day course is divided into two sessions, a Proactive PR session followed by a Crisis Management session, each filled with tips and advice. You will take part in at least three practical exercises, writing press releases, holding statements and briefing spokespeople. All exercises are reviewed and analysed. Our open courses are tailored to each participant, with individual interview scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

**ALL PARTICIPANTS RECEIVE:**

- A DVD of performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- Press release templates



ONLINE AND DIGITAL MARKETING

10:00am – 5:00pm | 26 June | 17 Aug | 2 Sept | 30 Oct | 30 Nov  
£495 per person, discounted to £425 per person if two people from the same organisation book together

Learn how to grow, enhance and influence your business connections on our strategic social media marketing course.

This advanced social media training is highly practical, helping you plan and implement your social media strategy.

AUDIENCE:

- Senior Managers
- PR Professionals
- Communication Officers
- Marketing Professionals

YOU WILL LEARN HOW TO:

- What you say and how you say it
- How to respond to positive and negative feedback
- Introduction to the tools & help getting started with your profiles
- Which sites are most appropriate for you?
- Using the right site for the right audience
- Using Questionnaires & Polls
- How to write for the web – practical sessions
- How to plan your content – Blog, website, LinkedIn, Facebook
- Repackaging content
- Practical writing exercise
- Feedback and analysis
- Putting your social media policy into practice
- How to create a plan of your social media: what, who, when & how
- Create your strategy with Twitter, Facebook YouTube and LinkedIn
- How to measure Social Media Performance

WHAT TO EXPECT:

This full day course is presented using a combination of Power Point, Flip Charts, DVDs and internet. You learn how to plan, set up and manage online marketing campaigns. We show how to plan your content and repackage relevant content to help you grow more followers. You also learn how to set up and write a corporate blog and build your readership. We also spend time helping you develop your social media plan and strategy. The ultimate aim is to help you use Social Media to raise your profile, enhance your communication and grow your influence.

ALL PARTICIPANTS RECEIVE:

- Outline SEO strategy
- Templates
- Workshop handouts
- Ongoing support by arrangement

PROACTIVE PR TRAINING SKILLS

10:00am – 5:00pm | 25 June | 5 Aug | 1, 29 Oct | 4 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

Promoting yourself through the Media is free and simple – when you know how to do it.

This workshop will give you the skills that you need to face the media with energy, enthusiasm and confidence. Learn how to plan your PR activity and develop a more proactive and news reactive approach to media relations. We will help you with “creating the news” – turning everyday activities into newsworthy stories, campaigns and copy. We cover the whole process of proactivity, from highlighting the idea, writing the press release, making the follow up call to the journalist, to handling the press enquiry and interview. This course combines both theory and more hands-on, practical activities.

AUDIENCE:

- PR Professionals
- Communication Leads
- Press Officers
- PR Managers

YOU WILL LEARN HOW TO:

- Identify positive news and feature opportunities
- Write effective press releases
- Develop a PR plan
- Develop the business case to get Leadership Team “buy-in”
- Assess the needs of a campaign
- Work out objectives
- Develop PR strategies
- Action the plan — ie conducting a successful programme
- Measure results
- Handle media enquiries
- Make effective “media sell-in” calls to journalists
- Brief spokespeople prior to media interviews
- Improve proactive communication of your achievements

WHAT TO EXPECT:

The full day course is divided into two sessions, a Proactive PR session followed by a Campaign Management session, each filled with tips and advice. You will take part in at least three practical exercises, writing press releases, strategy development and briefing spokespeople. All exercises are reviewed and analysed. Our open courses are tailored to each participant. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

ALL PARTICIPANTS RECEIVE:

- A DVD of performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- Press release templates

RUNNING SUCCESSFUL PR CAMPAIGNS

10:00am – 5:00pm | 23 June | 31 July | 22 Sept | 6, 27 Oct | 10 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

A robust strategy and creative flair are essential ingredients for a successful PR campaign.

This course will help you plan strategic and successful PR campaigns. We will take you through our formula, step by step, helping you plan and implement a professional PR campaign. We start from project stage, discussing the brief and looking at the strategies and tactics that will help you achieve your objectives. We will give you a structured plan on how to manage your PR strategy, as well as enthuse you with some original ideas for exciting PR campaigns. We give you plenty of tips and ideas that will work for your specific organisation. We use real scenarios and potential “campaign initiatives” which will help you develop relevant your own strategies and successful campaigns.

AUDIENCE:

- PR Professionals
- Marketing Executives
- Communication Leads
- PR Managers

YOU WILL LEARN HOW TO:

- Develop a PR plan
- Assess the needs of a campaign
- Work out objectives
- Use research in your field
- Take a full and comprehensive brief
- Develop a strategy
- Balance PR objectives with corporate objectives
- Build the business case
- Hone and enhance key messages
- Use the media effectively
- Set timelines
- Evaluate your results

WHAT TO EXPECT:

The full day course is a mixture of theory and practical each session filled with tips and advice. You will take part in at least three practical exercises including writing an outline strategy, using social media and selling-in your story to your target media outlets. All exercises are reviewed and analysed. Our open courses are tailored to each participant. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

ALL PARTICIPANTS RECEIVE:

- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- Ongoing PR support by arrangement



“Very good training from an experienced practitioner. The theoretical background and tips were great, but even more valuable were the lessons learnt from the practical sessions. Real life examples were invaluable and reinforced the training.”  
Sahara Group



## COMMUNICATING CHANGE AND PUBLIC CONSULTATION

10:00am – 5:00pm | 1 July | 30 Sept | 3 Dec

£495 per person, discounted to £425 per person if two people from the same organisation book together

### Achieving a positive outcome is easier if you are well prepared.

This workshop is designed specifically for key spokespeople and senior managers, who have to communicate complex messages to a variety of challenging audiences. It will help you handle the challenging, often controversial issues involved in public consultations. We cover public meetings, preparing key messaging, proactive communications, handling difficult questions and dealing with challenging behaviour and awkward people. You will learn how to develop key messages and communicate potentially controversial proposals during consultations and public meetings. We also show how to speak with and listen to the public, managing their concerns and expectations.

#### AUDIENCE:

- Directors and Senior Managers
- Clinicians and Hospital Managers
- Senior Officers and Cabinet Members
- Key Spokespeople

#### YOU WILL LEARN HOW TO:

- Plan and prepare systematically for all types of presentation from large groups, to one-to-ones
- Prepare your message across with more professionalism
- Listen to concerns and address issues
- Manage expectations realistically
- Deal with challenging people and difficult situations
- Focus attention on the key issues so your audience will accept your message
- Sell-in change to your internal audience
- Handle awkward questions from the floor

#### WHAT TO EXPECT:

The full day course is divided into two sessions, a short theory session followed by a much longer practical session, interspersed with tips and advice. You will take part in at least three practical exercises, enhancing key messages, presenting key messages and handling questions from the floor. All exercises are reviewed and analysed. Our open courses are tailored to each participant. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

#### ALL PARTICIPANTS RECEIVE:

- A DVD with all their interviews
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews

## PUBLIC SPEAKING AND MEDIA INTERVIEW SKILLS

10:00am – 5:00pm | 14 July | 21 Aug | 12 Nov

£495 per person, discounted to £425 per person if two people from the same organisation book together

### This training will give you the confidence to handle media interviews as well as speak in public, with assurance and confidence.

You will learn techniques that will help you handle all aspects of public speaking, from developing your key messages, to handling difficult questions and dealing with challenging behaviour and awkward people. You will also learn techniques for reducing nerves, indeed harnessing your nervous energy to your advantage, as well as acquiring the ability to relax under pressure. We show you how to prepare, plan and take control of all types of presentations, building confidence and competence. We include plenty of practical exercises and one to one tuition, making the training highly relevant, challenging and stimulating.

#### AUDIENCE:

- Directors and Senior Managers
- Clinicians and Hospital Managers
- Senior Officers and Cabinet Members Key spokespeople
- Anyone who needs to deliver difficult messages at public meetings

#### YOU WILL LEARN HOW TO:

- Develop the skills for effective Media interviews
- Handle Crisis Management and Success Message scenarios
- Learn the techniques for taking control of media interviews
- Practice difficult interviews with challenging material
- Improve proactive communication of your achievements
- Understand how to put over a positive image of your organisation
- Enhance communication of key messages
- Learn how to communicate complex ideas, in plain English, simply and effectively to the public
- Develop consistent key messages so that all spokespeople sing from the same hymn sheet
- Become an effective communicator

#### WHAT TO EXPECT:

The full day course is divided into two sessions, the first covers Media Interview techniques, the second uses the same subject matters and scenarios, but concentrates on presenting them to a larger audience. Both sessions are filled with tips and advice. You will take part in at least three practical exercises including media interviews, presentation skills and answering challenging questions from the floor. All exercises are reviewed and analysed. Our open courses are tailored to each participant, with individual interview scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

#### ALL PARTICIPANTS RECEIVE:

- A DVD with all performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- 12 months FREE advice and support by phone should you need this before any future interview



PUBLIC CONSULTATION AND MEDIA INTERVIEW SKILLS

10:00am – 5:00pm | 2 June | 4 Aug | 7 Oct | 11 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

Achieving a positive outcome is easier if you are well prepared.

Our combined Media Training and Public Speaking course is designed specifically for key spokespeople, who have to communicate complex messages to a variety of challenging audiences. You will learn how to prepare, plan and take control of media interviews, as well as develop key messages and communicate potentially controversial proposals during consultations and public meetings.

- AUDIENCE:**
  - Directors and Senior Managers
  - Clinicians and Hospital Managers
  - Senior Officers and Cabinet Members
  - Key Spokespeople
- Tips on voice – for radio and visual presentation – for television
  - Improve proactive communication of your achievements
  - Put over a positive image of your organisation

WHAT TO EXPECT:

The full day course is divided into two sessions, the first covers Media Interview techniques, the second uses the same subject matters and scenarios, but concentrates on presenting them to a larger audience. Both sessions are filled with tips and advice. You will take part in at least three practical exercises including media interviews, presentation skills and answering challenging questions from the floor. All exercises are reviewed and analysed. Our open courses are tailored to each participant, with individual interview scenarios devised for each person. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

- ALL PARTICIPANTS RECEIVE:**
  - A DVD with all performances
  - Workshop handouts
  - Media Interview rule book and handy tips card to help with future media interviews

PROACTIVE PR FOR PUBLIC HEALTH PROFESSIONALS

10:00am – 5:00pm | 1 June | 3 July | 14, 25 Aug | 2 Oct | 6 Nov | 8 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

How do you promote stories that are so often buried in government statistics or appear to be in direct conflict with government policy?

Proactive PR for Public Health Professionals will help public health experts understand what makes news and what is newsworthy in the work that they do. It’s a numbers game! We show you how to make statistics work for you, pulling out the stories behind the figures. We will help you with “creating the news” – turning everyday activities into newsworthy stories, campaigns and copy. You will learn how to identify positive news stories and feature opportunities to help you to raise your profile and promote your health initiatives. We cover the whole process of proactivity, from highlighting the idea, writing the press release, making the follow up call to the journalist, to handling the press enquiry and interview. This course combines both PR and Media Interview Skills. So you also learn how to handle those potentially tricky media interviews, so that you feel confident in all future journalistic media encounters.

- AUDIENCE:**
  - Public Health Professionals
  - Communication Leads
  - Press Officers
  - PR Managers
- Become an effective media communicator

WHAT TO EXPECT:

The full day course is divided into two sessions, a Proactive PR session followed by a media Interview skills session, each filled with tips and advice. You will take part in several practical exercises, writing press releases, strategy development and briefing spokespeople followed by practical media interviews in the afternoon. All exercises are reviewed and analysed. Our open courses are tailored to each participant. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you can use your initiatives for the practical exercises.

- ALL PARTICIPANTS RECEIVE:**
  - A DVD with all performances
  - Workshop handouts
  - Media Interview rule book and handy tips card to help with future media interviews
  - Press release templates

- YOU WILL LEARN HOW TO:**
  - Identify positive news and feature opportunities
  - Write effective press releases
  - Develop a PR plan
  - Develop the business case to get Leadership Team “buy-in”
  - Assess the needs of a campaign
  - Work out objectives
  - Develop PR strategies
  - Action the plan — ie conducting a successful programme
  - Measure results
  - Be proactive with the media
  - Use the media to promote your success stories effectively
  - Handle success and crisis media interviews

PUBLIC SPEAKING AND PRESENTATION SKILLS

10:00am – 5:00pm | 17 June | 23 July | 15 Sept | 14, 22 Oct | 26 Nov | 17 Dec  
£495 per person, discounted to £425 per person if two people from the same organisation book together

Public Speaking can be a terrifying experience for the uninitiated and uncomfortable for your audience.

This course will set you at ease. You will learn how to deliver talks for small meetings, larger conferences or formal presentations to your colleagues. We also cover handling those awkward questions from the floor so that you learn how to “think on your feet”. You will get the opportunity to practise and hone your own presentation, using our valuable learning tool-DO LEARN DO. Our training will strengthen your existing skills, build your confidence so that you present with power, control and credibility.

- AUDIENCE:**
  - Directors and Senior Managers
  - Senior Officers and Cabinet Members
  - Key Spokespeople
  - Anyone who has to address large or small groups in formal or informal settings
- Deliver these key messages to an audience
  - Deal with challenging behaviour and awkward audiences

WHAT TO EXPECT:

The full day course is divided into two sessions, a short theory session followed by a much longer practical session, interspersed with tips and advice. You will take part in at least three practical exercises, developing and enhancing your messages, presenting in public and handling questions from the floor. All exercises are reviewed and analysed. Our open courses are tailored to each participant. Pre course questionnaires are sent out before to help us tailor the training. We can take a maximum of six participants per course. We send out pre course questionnaires to help us tailor the training so that you get exactly what you need from the day.

- ALL PARTICIPANTS RECEIVE:**
  - A DVD with all performances
  - Workshop handouts
  - Media Interview rule book and handy tips card to help with future media interviews

PRESENTING WITH POWER, IMPACT AND EMPATHY

10:00am – 5:00pm | 9 June | 7 July | 17 Sept | 12 Oct | 10 Nov  
£495 per person, discounted to £425 per person if two people from the same organisation book together

Addressing the crowd doesn’t have to be an ordeal – know your audience, know your subject and keep it simple.

This interactive, practical course will hone and enhance your skills when speaking to larger groups at conferences or public meetings. You will learn techniques that will help you speak with impact, assurance and empathy, when communicating with your colleagues.

- AUDIENCE:**
  - Chief Executives
  - Directors
  - Senior Managers
  - Sales Managers
  - Team Leaders
  - Anyone who has to deliver difficult messages at external or internal meetings, conferences and events
- Handle interruptions and disruptive behaviour
  - Focus attention on the key issues so your audience will accept your message

WHAT TO EXPECT:

Whether you’re addressing a board meeting or handling the sales team, this course will give you the skills you need to communicate your messages and you achieve your objectives. We show how to develop and deliver your key messages empathetically, by turning your presentation around and imaging it from the point of view of your audience. This will help you to soften a formal speech and let it flow in a more conversational style. Keeping words simple and sentences short gives the intimate touch, which means that people feel you are talking personally to them. That really helps if you have challenging messages to deliver around potentially emotive issues.

- ALL PARTICIPANTS RECEIVE:**
  - A DVD with all performances
  - Workshop handouts
  - Media Interview rule book and handy tips card to help with future media interviews
  - 12 months FREE advice and support by phone should you need this before any future interview



# How to book

For more information and to book any of our courses visit [mediafriendly.org](https://mediafriendly.org), email [info@mediafriendly.org](mailto:info@mediafriendly.org) or call us on +44 (0)1628 474 154.



**Media Friendly**  
Cedar House  
Glade Road  
Marlow  
Buckinghamshire, SI7 1DQ

“

Extremely useful course. Refreshingly honest and constructive. Really worthwhile – thanks! Tips on feedback when training people were the most valuable aspects.  
*Corporate Communications Team, Waitrose*

The course was excellent. The trainer's breadth and depth of knowledge added significant value to the event. I now feel much more confident about going back to the work- place and using these skills. Very relevant course, well paced and perfectly pitched.  
*Humberside Fire and Rescue*

Absolutely excellent, inspiring and eye opening. Brilliant and enjoyable fun day.  
*GP Consortia, Milton Keynes*

Andrew was absolutely fantastic! The training was just what we needed and all participants were really pleased. They all found it incredibly useful.  
*Action for Children*

Feedback from our Board has all been very positive.....Once again thank you for your assistance in arranging the training and for Andrew who was brilliant.  
*South East London Doctors Co-operative*

I was a bit apprehensive about the training and being interviewed on camera, but I thoroughly enjoyed it. Andrew made us all feel relaxed and I gained confidence in being interviewed. I now know how to prepare and take control of Media Interviews.  
*Gwalia Housing Trust*

The training opened my eyes, I now feel more confident and eager to apply everything that I've learnt.  
*Sahara Foundation  
Babatomiwa Adesida, Manager*

Excellent course. I would recommend it to anyone who might be put in the media spotlight.  
*ForHousing*