

# PROFESSIONAL MEDIA TRAINING AND COMMUNICATION SKILLS



MORE THAN 25 YEARS OF FIRST-CLASS MEDIA,  
PR AND COMMUNICATION SKILLS TRAINING

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

# Communicate with confidence, credibility and control

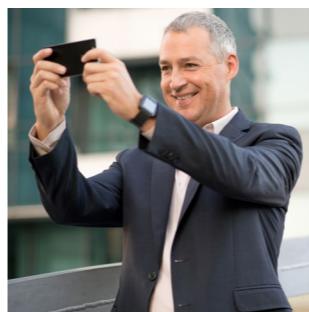
“

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

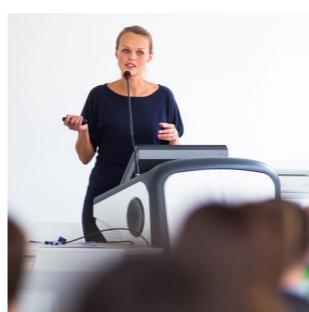
Ofsted



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 scheduled courses.

We look forward to working with you soon.

**Andrew Carapiet and Moya Fillmore, Founders**



**“** I can't recommend Media Friendly enough; highly efficient, professional and extremely knowledgeable with a custom-designed package of media training available to meet your exact needs. We were so impressed with how thoroughly our trainer Andrew had researched and prepared, and how he structured the training session for our Exec team around actual scenarios we're facing now, so he could provide specific guidance with real relevance. Andrew was generous and kind in his approach, building confidence and everyone left feeling empowered and upskilled. More than exceeded expectations – and we intend to book again for future refreshers on a regular basis. **”**

*Mary O'Leary,  
Head of Communications and Marketing for  
Plymouth Community Homes*

# Tailored Training Courses

Whether you need to manage the media, deliver a stunning presentation, or influence public opinion, you need to be able to deliver clear, concise messages with confidence.

All of our courses are tailored, not only to individual organisations, but also to each participant. We devise exercises and scenarios for each person, making our training highly practical, relevant and engaging.

We will spend the time and effort before your training programme. Our journalist trainers will research your organisation, your projects, and your initiatives so that you get the training that you want. Our training will inspire you with ideas and empower you with the skills you need to communicate your key messages effectively.

We can deliver our training in your premises, a local studio, in our training centre or online. Get the training you need, how, when and where you want it. [Contact us now](#) to discuss your training plans. We always have time to listen, so talk to us and let us design a course that will maximise your impact.

## MEDIA TRAINING COURSES

- 08 Advanced Media Skills Workshop
- 08 Crisis Media Training
- 09 Media Awareness Seminar
- 09 Media Interview Skills Workshop
- 11 Media Training and Presenting with Impact
- 12 Proactive PR and Media Interview Skills Training
- 12 Social Media Training

## TRAINING FOR PR PROFESSIONALS

- 14 Crisis Communications for PR Professionals
- 14 Effective Press Release Writing
- 15 Internal Communications – PR Training
- 15 Media Bootcamp
- 16 Media Handling Skills for Communications Teams
- 18 Media Law and Crisis Communications
- 18 Proactive PR Training Skills
- 19 Running Successful PR Campaigns
- 19 Train The Trainer – Media Training

## COMMUNICATION SKILLS COURSES

- 22 Communicating Change and Public Consultation
- 22 Gravitas, Authority and Credibility for New and Aspiring Leaders
- 23 LGR and Devolution Messaging, Engagement, and Communication Skills
- 23 Managing a Public Consultation and Dealing with Conflict
- 24 Presentation Skills for Job Interviews
- 25 Presenting with Power, Impact and Empathy
- 25 Proactive PR for Public Health Professionals
- 26 Projecting an Executive Presence in Job Interviews
- 26 Public Consultation and Media Interview Skills
- 28 Public Speaking and Media Interview Skills
- 28 Public Speaking and Presentation Skills
- 29 Select Committee Training
- 29 Successful Panel Discussions and Debates

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 over 25 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.

If you are planning training for your executives and senior managers it's preferable to run tailored training, particularly when you need to work on specific scenarios or prepare for a potential media crisis.

Getting it right is as important for us as it is for you, so we will spend time discussing your training requirements, researching your issues, and tailoring your workshop.

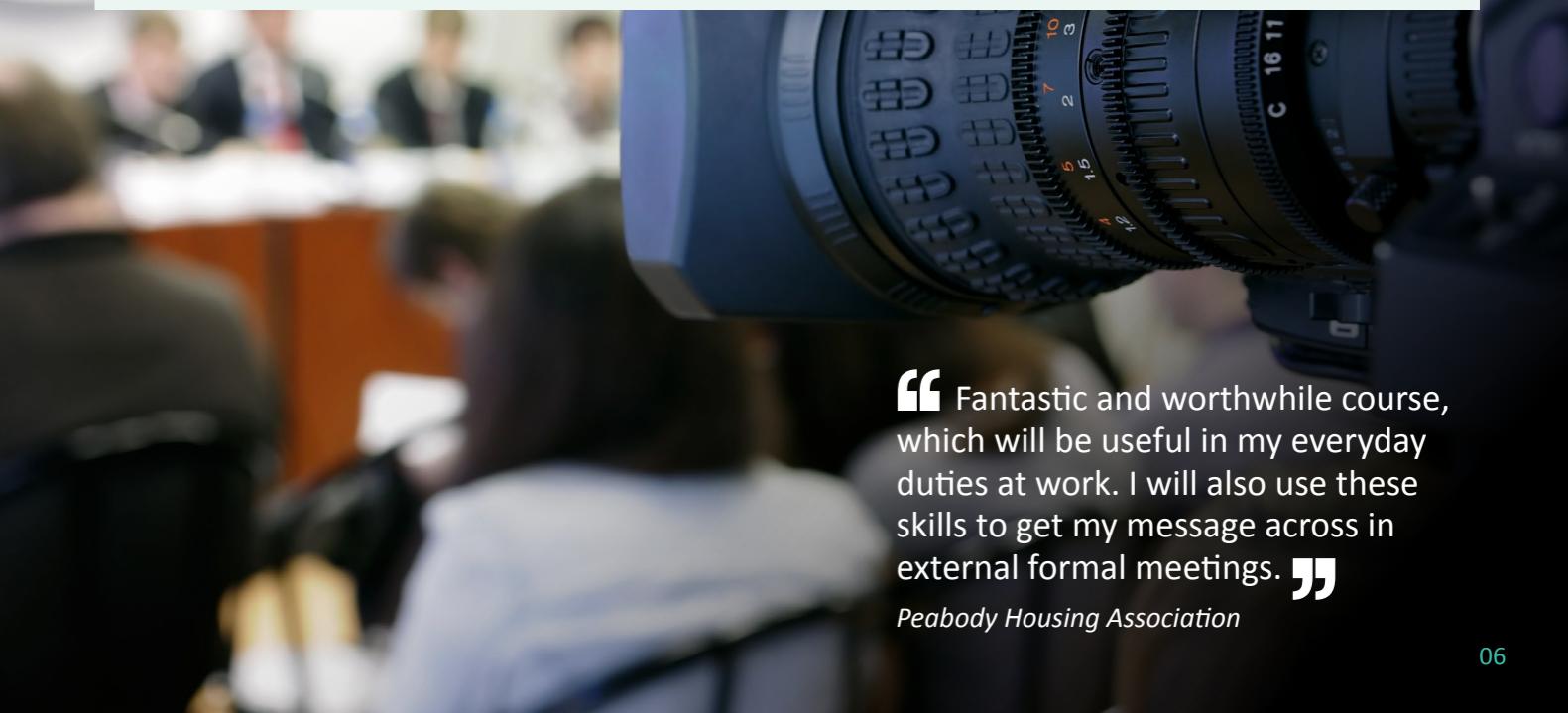
All our public courses are available as bespoke courses run in your own premises:

- Advanced Media Skills Workshop
- Communicating Change and Public Consultation
- Crisis Communications for PR Professionals
- Crisis Media Training
- Effective Press Release Writing
- Gravitas, Authority and Credibility for New and Aspiring Leaders
- Internal Communications – PR Training
- LGR and Devolution Messaging, Engagement, and Communication Skills
- Managing a Public Consultation and Dealing with Conflict
- Media Awareness Seminar
- Media Bootcamp
- Media Handling Skills for Communications Teams
- Media Interview Skills Workshop
- Media Law and Crisis Communications

We deliver training that is practical, relevant and engaging.

We make it easy for you. We will come to your chosen venue. We will bring our cameras, lights and technical equipment and deliver our training in your 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.



**“** 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 TRAINING COURSES



## Advanced Media Skills Workshop

[BOOK NOW](#)

£580 per person, discounted to £520 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

**Learning outcomes:**

- 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 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 recording 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 Training

[BOOK NOW](#)

£580 per person, discounted to £520 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.**

This executive course deals with theoretical crisis management and practical media handling skills within a crisis framework. We give you universal techniques you can use in virtually any crisis or serious issue. You will participate in a series of crisis media interviews, tailored to your organisation in potential 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.

**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

**Learning outcomes:**

- 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 recording 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

## Media Awareness Seminar

[BOOK NOW](#)

Group price on application

### Promote your success stories to the media and enhance your reputation.

This bespoke seminar can be delivered remotely or in your own premises. It is also ideal as a talk at your networking event or annual conference. This seminar is for people who are not designated media spokespeople but still need to understand how the media work, how to handle media enquiries, and how to protect and enhance your reputation. This course will help your staff understand the news value of their work and how to work with your Communications team to avert a potential media crisis, promote your success stories to the media, and enhance your reputation.

#### Audience:

- Directors, executives, senior managers, new leaders
- Newly appointed managers sales teams

#### Learning outcomes:

- Handle a media enquiry
- Recognise photo and video opportunities
- Avoid saying the wrong thing
- Use the media to promote your success stories
- Work more effectively with your Communications team
- Avoid the pitfalls of social media
- Understand what to say and do when a journalist calls
- Generate news interest in your activities
- Protect and enhance your reputation

## Media Interview Skills Workshop

[BOOK NOW](#)

£580 per person, discounted to £520 per person if two people from the same organisation book together.

### Handle all types of media interviews with skill and confidence.

Our highly practical course is tailored to each person.

We devise a range of interview scenarios. You will learn to identify and deliver your key messages clearly and concisely. You will learn how to promote your good news and how to spot and avert a potential media crisis.

You'll participate in realistic media interviews with tailored scenarios and playback analysis to prepare you for real-life print and broadcast media 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

#### Learning outcomes:

- 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 practical exercises, which are reviewed and analysed, building your skills and confidence. Our 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 recording with all their practical exercises
- Workshop handouts
- A recording with all their interviews
- Media Interview rule book and handy tips card to help with future media interviews



## Media Training and Presenting with Impact

[BOOK NOW](#)

£580 per person, discounted to £520 per person if two people from the same organisation book together.

**Enhance your presentation skills and master media interviews in this combined course. Whether you need to handle challenging media interviews or deliver powerful presentations, this course will equip you with the skills to communicate with style, impact, and confidence.**

This combined course is delivered across two sessions.

We begin with media training, where you'll learn how to prepare your key messages and take control of media interviews. You will then participate in a series of practical media interviews, covering print, online, radio, and television. Each interview will be recorded and played back for analysis, giving you valuable insights into your performance.

The second part of the course focuses on presentation skills, showing you how to apply the media techniques you've learned to deliver effective presentations, whether you're speaking at a large conference, pitching ideas to clients, or addressing colleagues and senior stakeholders. You'll learn how to communicate with impact, confidence, and empathy. This is the perfect course for you if you have to present at an event, lead a board meeting, pitch at a meeting, or give media interviews. You'll gain the skills to manage any presentation scenario and handle media interviews with confidence and enthusiasm.

### Audience:

- Chief Executives and Directors
- Senior managers and key spokespeople
- Newly appointed managers
- Anyone required to present with impact or handle media interviews—from team leaders to those responsible for client-facing presentations.

### Learning outcomes:

**Media Training:**

- Understand how the media works and what makes a news story
- Generate interest in your activities and success stories
- Learn the key principles of managing media interviews
- Handle media scrutiny with confidence and protect your reputation
- Use social media effectively and understand the role of the "citizen journalist"
- Take control of media interviews and stay on message

### Presentation Skills:

- Plan and prepare your presentation content effectively
- Learn to present with impact—whether you're presenting to the camera, in a meeting, or to a large audience
- Improve eye contact, posture, and body language to look confident and professional on camera
- Master voice control, including pitch, tone, and pacing, to ensure you sound engaging and authoritative
- Overcome nerves and build confidence when speaking in front of an audience
- Hone your messages to ensure you communicate with professionalism

**“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*

## Proactive PR and Media Interview Skills Training

[BOOK NOW](#)

£580 per person, discounted to £520 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. We help you understand the potential news value within your organisation. We will help you create the news by 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

### Learning outcomes:

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

## Social Media Training

[BOOK NOW](#)

£580 per person, discounted to £520 per person if two people from the same organisation book together.

**This workshop is ideal for those who need to create engaging social media campaigns.**

Social media is the first point of contact for many of your clients. This course will show you how to create a social media campaign, help you plan your strategy, develop your content, elevate your brand and find new customers. Create trust through transparency and give your target audience a feeling of connection with your organisation.

### Audience:

- Senior managers
- PR professionals
- Communication officers
- Marketing professionals

### Learning outcomes:

- The relationship between traditional media and social media
- How people are using social media to promote their brands
- How to develop a clear understanding of Social Media tools
- How to develop your network using LinkedIn, X and Facebook
- 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 PowerPoint, Flip Charts, recordings 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 believe are 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



# TRAINING FOR PR PROFESSIONALS

## TRAINING FOR PR PROFESSIONALS

### Crisis Communications for PR Professionals

**BOOK NOW**

£690 per person, discounted to £650 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

**Learning outcomes:**

- **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 recording 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

### Effective Press Release Writing

**BOOK NOW**

£580 per person, discounted to £520 per person if two people from the same organisation book together.

**Raise your game with eye-catching press releases that tell a story.**

This workshop is designed for experienced PR professionals who want to write news releases that grab attention and get published.

**Audience:**

- Experienced communications professionals
- New press and PR officers
- PR professionals
- Communication leads
- Anyone who wants to produce compelling news releases

- Provide spokespeople and quotes
- Brief your spokespeople

**What to expect:**

You will learn how to identify strong stories and write news releases that are genuinely interesting to journalists. We show you how to craft the right headline, use powerful quotes that reinforce your key messages, and develop a clear, engaging writing style.

Our training is practical and tailored to each person, ensuring you get what you need from the course. We work on your campaigns and projects, making the training relevant and engaging. Our trainer will go through each press release individually, giving constructive feedback. We also show you how to sell the story once you have dispatched the news release.

**Learning outcomes:**

- Identify the story and create the news
- Get the headline right
- Write compelling news releases
- Handle media enquiries
- Sell-in your story effectively
- Brief key spokespeople
- Identify news stories
- Make the mundane interesting
- Make your news release newsworthy
- Write in a journalistic style and grab attention
- Follow through with phone calls to journalists
- Avoid pitfalls
- Convert your news release into coverage
- Send your news release to the right places

**All participants receive:**

- Workshop handouts
- Media Interview rule book and handy tips card
- Press release templates
- Written assessments if required
- A certificate of attendance if required

## Internal Communications – PR Training

[BOOK NOW](#)

£580 per person, discounted to £520 per person if two people from the same organisation book together.

### 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

#### Learning outcomes:

- 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

## Media Bootcamp

[BOOK NOW](#)

£580 per person, discounted to £520 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

#### Learning outcomes:

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

#### 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 recording with all performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- Press release templates

## Media Handling Skills for Communications Teams

[BOOK NOW](#)

£580 per person, discounted to £520 per person if two people from the same organisation book together.

### Effective communication is essential, especially when managing routine media enquiries or responding to crisis-related requests.

Timely, accurate, and appropriate responses protect your organisation's reputation and ensure the right information reaches the right people at the right time.

#### Audience:

- Communications officers
- Media and PR officers
- Newly appointed managers
- Anyone who needs to respond to media enquiries

#### Learning outcomes:

Participants will develop practical, confidence-building skills, including:

- Handling and triaging media enquiries
- The importance of consistent and timely communications
- Providing appropriate responses to standard media questions
- How to spot and avert a potential media crisis
- Develop effective communication tools - Q&As, quotes, key messages, briefing statements
- Managing crisis-related media requests, including escalation routes and information flows
- Drafting clear, accurate media statements for senior leaders and portfolio holders
- When and how to activate escalation routes
- Protect and manage the image of your organisation

#### What to expect:

This course is ideal as a team-building opportunity for established in-house communications teams, or as an introductory skills programme for new press officers.

The course covers the key elements of a communications officer's role, from handling and triaging media enquiries to drafting clear, accurate statements for senior leaders and portfolio holders.

Participants will also learn how to anticipate, identify, and avert potential media crises. They will gain confidence in managing incoming media requests during a crisis or serious incident, with an emphasis on timely responses, maintaining a clear flow of accurate information, and activating escalation pathways to the relevant executives or subjectmatter experts when needed.

Our training 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:

- Workshop materials
- Media Interview rule book and handy tips card to help with future media interviews
- Written assessments if required
- A certificate of attendance if required





## Media Law and Crisis Communications

[BOOK NOW](#)

£580 per person, discounted to £520 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

**Learning outcomes:**

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

## Proactive PR Training Skills

[BOOK NOW](#)

£580 per person, discounted to £520 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 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. You learn how to create the news by 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

**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 recording with all performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews
- Press release templates

**Learning outcomes:**

- 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

## Running Successful PR Campaigns

[BOOK NOW](#)

£580 per person, discounted to £520 per person if two people from the same organisation book together.

### A robust strategy and creative flair are essential for successful PR campaigns.

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 the 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 to manage your PR strategy, as well as enthuse you with some original ideas for exciting PR campaigns. You will get plenty of tips and ideas that will work for your organisation. We use real scenarios and potential campaign initiatives to help you develop relevant your own strategies and successful campaigns.

#### Audience:

- PR professionals
- Marketing executives
- Communication leads
- PR managers

#### Learning outcomes:

- 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

## Train The Trainer – Media Training

[BOOK NOW](#)

£790 per person, discounted to £750 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 media training experience of media training, either as a participant or as an observer. We empower aspiring media trainers with the skills 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

#### Learning outcomes:

- 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:

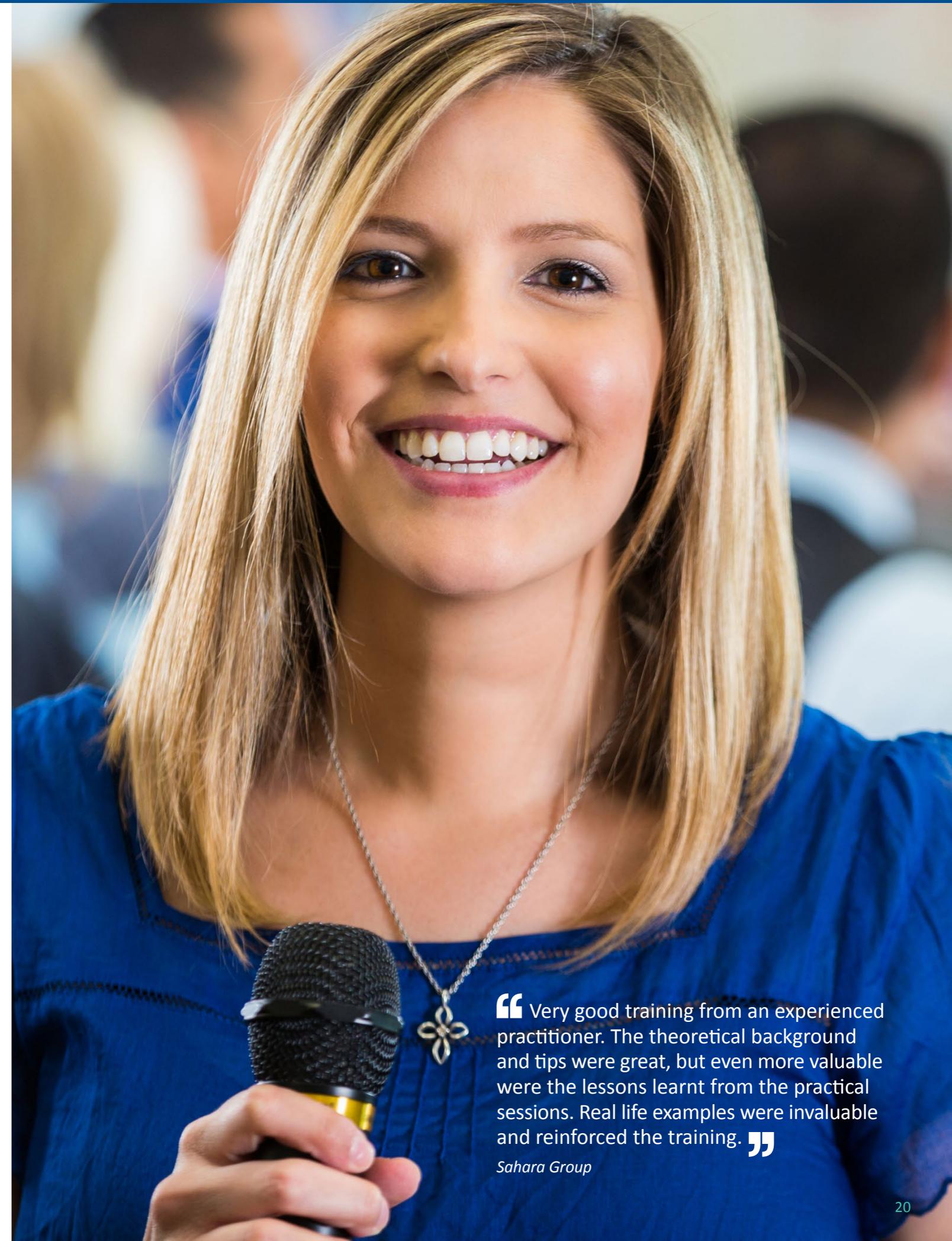
We will take you through the whole process of Media Training from preparing your interview scenarios to practical interviewing and analysing exercises.

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 recording 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



**“**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*



# COMMUNICATION SKILLS COURSES

## Communicating Change and Public Consultation

**BOOK NOW**

£580 per person, discounted to £520 per person if two people from the same organisation book together.

**This workshop is designed for executives who need to communicate complex messages to challenging audiences.**

It will help you handle the challenging and often controversial issues 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 clear, credible key messages and communicate potentially controversial proposals effectively in public forums. The workshop also focuses on listening skills, helping you understand public concerns while managing expectations constructively.

**Audience:**

- Directors and senior managers
- Clinicians and hospital managers
- Anyone who has to deliver controversial changes or challenging messages
- Senior officers and key councillors
- Key spokespeople

**Learning outcomes:**

- Plan and prepare systematically for all types of meetings and consultations
- Prepare messages that resonate with your audiences
- Develop insightful concepts on change resistance and acceptance
- How to 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 external and internal audiences
- Handle awkward questions from the floor with skill and confidence

**What to expect:**

This is a fully tailored course, built around your current projects and live consultations. Through a series of practical exercises, you will explore how people perceive and respond to change, increasing your awareness of audience dynamics. By the end of the workshop, you will be better equipped to communicate with clarity, credibility, and confidence, particularly in high-pressure, public-facing situations.

All exercises are reviewed and analysed. 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 recording of all practical exercises
- Workshop handouts
- Written confidential feedback, if required
- Certificate, if required

## Gravitas, Authority and Credibility for New and Aspiring Leaders

**BOOK NOW**

£580 per person, discounted to £520 per person if two people from the same organisation book together.

**Stepping up to a leadership role can be a challenge.**

This course will empower new and aspiring leaders with the skills they need to harness their energy and lead with authority, control, and poise. Credible leaders communicate with authority and gravitas. Establishing a strong executive presence is a priority in the first few days as a leader and taking charge from the start will set you on the path to leadership success. Making the right impression from the start will set you on the road to success. If you are an aspiring or new leader this course will empower you with the skills you need to make a great impact and lead with confidence and authority.

**Audience:**

- Directors, executives, senior managers
- Clinicians and managers
- Headteachers

**Learning outcomes:**

- Plan and prepare for your leadership role
- Give an authoritative first impression
- Appear focused, serious and sombre
- Say less and mean more, pause and use silences to convey authority
- Listen intently and actively when others speak
- Deal with challenging people and difficult situations
- Focus attention on the key issues and answer challenging questions
- Prepare effectively for all eventualities

**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, which are reviewed and analysed, building your skills and confidence. Our 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 recording with all their practical exercises
- Workshop handouts

## LGR and Devolution Messaging, Engagement, and Communication Skills

**BOOK NOW**

£580 per person, discounted to £520 per person if two people from the same organisation book together.

### Essential Communication Skills for Council Leaders and Executives.

Devolution and LGR require long-term collaboration with government officials, local businesses, stakeholders, and community groups.

#### Audience:

- Chief executives and directors
- Council leaders
- Senior managers
- Key spokespeople

#### Learning outcomes:

- Plan and prepare for meetings with political figures, the public, business owners, stakeholders, and partners
- Build rapport with audiences
- Listening skills and focusing on the questions being asked
- Prepare well and pre-empt questions that inspectors are likely to ask
- Handle awkward questions or hostile questions with confidence
- Communicate complex ideas clearly and effectively
- Identify and prepare your facts and figures to support your case
- Consistent, clear messaging around the LGR and Devolution
- Anticipate difficult questions and areas of potential conflict
- Prepare answers for challenging questions, making sure that responses resonate with your various audiences

#### What to expect:

This workshop will equip your Council Leaders and Executives with the skills they need to navigate the long-term political sensitivities and negotiations while maintaining public confidence. Our training will help them develop clear, consistent LGR and Devolution messages that resonate with your audiences.

## Managing a Public Consultation and Dealing With Conflict

**BOOK NOW**

£580 per person, discounted to £520 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

#### Learning outcomes:

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

## Presentation Skills for Job Interviews

**BOOK NOW**

£580 per person, discounted to £520 per person if two people from the same organisation book together.

### Be fully prepared for your next job opportunity.

Whether it's your first job or you've had years in settled employment, going for a job interview can be a daunting prospect. This course will give you the skills you need to face your next job interview with confidence. We take you through the whole interview process: from the small talk to communicating your skills, handling challenging questions, asking relevant questions, and closing the interview successfully. You will take part in a series of tailored job interview scenarios and Q&As, which are recorded and played back for analysis. This course will develop your communication skills and ensure that you handle all job interviews with confidence and enthusiasm.

#### Audience:

- Directors, executives, senior managers
- New leaders
- Anyone preparing for their next career move

#### Learning outcomes:

- Plan and prepare for your leadership role
- Give an authoritative first impression
- Appear focused, serious and sombre
- Say less and mean more, pause and use silences to convey authority
- Listen intently and actively when others speak
- Deal with challenging people and difficult situations
- Focus attention on the key issues and answer challenging questions
- Prepare effectively for all eventualities

#### 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, which are reviewed and analysed, building your skills and confidence. Our 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 recording with all their practical exercises
- Workshop handouts



## Presenting with Power, Impact and Empathy

**BOOK NOW**

£580 per person, discounted to £520 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

**Learning outcomes:**

- Build empathy with large audiences when speaking in public
- Pitch your message at different audiences
- "Think in threes"
- Use humour – in relevant examples and anecdotes, whilst still delivering your messages
- Plan and prepare systematically
- Get your message across with more professionalism and impact
- Focus attention on the key issues so your audience will accept your message
- Tips on delivery
- Handle awkward questions from the floor – either after, or sometimes during your presentation
- Deal with challenging people and difficult situations

## Proactive PR for Public Health Professionals

**BOOK NOW**

£580 per person, discounted to £520 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 create the news by 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, and feel confident in all future journalistic media encounters.

**Audience:**

- Public health professionals
- Communication leads
- Press officers
- PR managers

**Learning outcomes:**

- 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

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

## Projecting an Executive Presence in Job Interviews

**BOOK NOW**

£580 per person, discounted to £520 per person if two people from the same organisation book together.

**Facing a panel interview can be daunting. You need to demonstrate that you have the perfect mix of competencies, skills, and temperament required.**

This course will help you establish a strong executive presence, demonstrate impressive communication skills, and prove your ability to lead effectively even in the most challenging situations. If you have the skill set and experience, then demonstrating executive presence during the interview will make you stand out as the ideal candidate.

**Audience:**

- Aspiring ceos
- Aspiring directors
- New directors
- Senior leaders
- Executives who are preparing for their next role

**Learning outcomes:**

- How to make an authoritative first impression
- How the best leaders communicate – video examples
- What gives them gravitas and authority
- Leadership attitudes and beliefs
- Demonstrating gravitas and authority habitually, whether in a meeting, the corridor, with clients
- How to prepare your elevator pitch
- How to prepare for panel interviews
- How to answer difficult questions and deal with unexpected challenges
- Communicating effectively, body language
- Increase your space, stand tall, be expansive, use eye contact effectively
- How to use your voice - practice pace, tone and inflection
- How to enhance your listening skills, use attentive silence, be fully present and empathetic

**What to expect:**

We deliver this course as 1:1 coaching or small groups of two to three people. We will tailor the training to you and the executive panel interviews that you have to face. This coaching is highly practical. Communication is the key, but you also learn how to employ your emotional intelligence, harness your energy and project your executive presence with ease. We focus on thorough preparation. We include realistic, stimulating and challenging rehearsals which are recorded and played back for analysis. These skills are transferable. Not only will you use them during the recruitment process, but also when communicating with colleagues, staff, and clients in your future role. Enhance your communication skills, maximise your personal impact, and learn how to demonstrate outstanding leadership on this dynamic course.

**All participants receive:**

- Workshop materials
- Written assessments if required
- A certificate of attendance if required

## Public Consultation and Media Interview Skills

**BOOK NOW**

£580 per person, discounted to £520 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

**Learning outcomes:**

- Enhance communication of key messages around your Consultation
- 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
- Deliver these key messages to an audience
- Deliver these messages to the media through interviews
- Learn how to handle difficult and sometimes hostile questions from the floor
- Deal with challenging behaviour and awkward audiences
- Develop the skills for effective media interviews
- Handle difficult interviews with challenging material
- Use the media to promote your success stories
- Take control of crisis & success media interviews

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



## Public Speaking and Media Interview Skills

**BOOK NOW**

£580 per person, discounted to £520 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 and harnessing your nervous energy to your advantage. 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 engaging.

**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

**Learning outcomes:**

- 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 recording 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 Speaking and Presentation Skills

**BOOK NOW**

£580 per person, discounted to £520 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.**

Speak with power impact and confidence. Learn how to deliver talks for small meetings, larger conferences, or formal presentations to your colleagues. We cover how to handle those awkward questions from the floor so that you learn how to "think on your feet". You will get the opportunity to practice and hone your own presentations, using our valuable learning tool DO-LEARN-DO. Our training will strengthen your existing skills and 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 recording with all performances
- Workshop handouts
- Media Interview rule book and handy tips card to help with future media interviews

## Select Committee Training

**BOOK NOW**

£690 per person, discounted to £650 per person if two people from the same organisation book together.

### Facing a Select Committee can be a daunting experience.

This workshop is designed specifically for executives and senior managers who may have to face a House of Commons Select Committee. Keeping your cool under the glare of a Select Committee's hostile, even aggressive, line of questioning is easier if you are well prepared and understand the format and the types of questions you could be asked. Everything is at stake, and the potential for intense media scrutiny is high. Protect your personal and corporate reputations and handle challenging questions with confidence and authority.

#### Audience:

- Directors, executives, senior managers
- Clinicians and managers
- Politicians

#### Learning outcomes:

- Plan and prepare systematically for Select Committees
- Prepare your message across with more professionalism
- Manage expectations realistically
- Deal with challenging people and difficult situations
- Focus attention on the key issues and answer challenging questions
- Prepare effectively for all eventualities

## Successful Panel Discussions and Debates

**BOOK NOW**

£580 per person, discounted to £520 per person if two people from the same organisation book together.

### Discussing serious issues and being a great panellist while being watched by an audience on a stage at a global conference is challenging.

You may be asked questions by other panel members with conflicting viewpoints. You may have to handle unscripted questions from audience members while being filmed by the conference organisers.

You will have to prepare effectively.

This course will give you the skills and confidence to sustain a professional persona when participating in a filmed panel debate, on stage at an important event.

#### Audience:

- Chief executives and directors
- Academics
- Consultants
- Experts and specialists
- Senior managers
- Aspirational leaders
- Anyone who will participate in panel discussions at a conference or filmed event

#### Learning outcomes:

- How to plan and prepare systematically for all types of panel discussions
- Build empathy with audiences
- Focus attention on the key issues so your audience will accept your message
- Deal with challenging people and difficult situations
- Prepare and deliver key messages
- Handle awkward questions or hostile questions from the floor
- Communicate complex ideas clearly and effectively
- Identify and develop your key messages
- Pitch your message to different audiences
- Anticipate difficult questions and areas of potential conflict
- Prepare answers for challenging questions
- Think on your feet and bridging techniques that buy you time
- Hone your messages and get them across with more professionalism
- Listen to concerns and address issues

#### 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, which are reviewed and analysed, building your skills and confidence. Our 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 recording with all their practical exercises
- Workshop handouts



**“** May I take this chance to say how much I have always respected the ability to communicate complex safety issues, which is key to public confidence and trust. I’m eternally grateful for all your help and support in my attempts to improve my communication skills despite some challenging moments! **”**

*Dame June Raine, Former CEO MHRA*

## How to book

For more information and to book any of our courses visit [mediafriendly.org](http://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  
SL7 1DQ

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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*