

Maximising Media Interaction

“Gives you the skills to deal with the media confidently and present yourself in a clear, coherent manner.”

Garry Iddon, Regional General Manager, Virgin Trains

Challenge

Saying “No comment” gives the media carte blanche to print what they like, while giving you little opportunity to respond. Managed professionally, the press, radio and television are exceptional channels for communicating your key messages to your target audience. If you don’t engage positively with the media to maximise this opportunity, your competition probably will.

Programme overview

A very practical, hands-on, **one-day** programme, run in-house for a small group of delegates. This programme is tailored for each client. For example, for some clients it is appropriate to conduct TV interviews ‘on the street’, while for others a TV studio may be more appropriate. Some clients want to focus on particular media, for example, printed press and local radio. In all instances we spend time with you constructing background stories, based on your industry and environment. The background stories provide delegates with a real-life experience.

On the day itself you’ll learn how journalists work and also come to appreciate the pressures and deadlines under which they do their job. Appreciating their perspective on what’s newsworthy will give you the opportunity to help them present your organisation in a good light at the same time.

You will have plenty of opportunity to practice getting your message across during real interviews, conducted by professional journalists – all of which will be recorded to video. You’ll learn what does (and what doesn’t) interest journalists, as well as gaining valuable experience in handling tough questions.

The programme is normally run for between 3-5 delegates, depending on precise requirements.

Why this is good for you

You learn the power of good editorial versus advertising

You learn to blend newsworthy content with access, viewpoint and timing to create good editorial

You’ll realise how responding to media requests accurately and rapidly can help you leap-frog your competition

All media-handling skills and techniques can be transferred to other challenging audiences
