

Managing Media Relationships

A one day course, 9:30am to 4:30pm



Related Courses

- Introduction to Management
- Essential Sales Toolkit
- Essential Sales Management Toolkit
- Performance Management & Coaching
- Business Writing Skills

If you are interested in a bespoke version of this course, or a combination of any of our other courses, please contact us to discuss your requirements

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Introduction

This course is designed to prepare individuals for media interviews. It gives a detailed insight into what to expect under interview conditions.

Who Should Attend?

Anyone who is the public face of their organization or who interacts with the media on a regular basis.

Benefits

Media training will provide a mixture of classroom theory that will make sure you know the 'rules' for a media interview, followed by at least two mock interviews to practice implementing the rules. The content is tailored to your company and this will give you a chance to experience a genuine interview with a real journalist. By doing this in advance of your media activity, if the dress rehearsal shows that you need to work on a particular aspect of the interview, the live performance is more likely to run smoothly. All other aspects of interview technique are covered. The course is not intended to "sanitize personality". It does however provide an essential grounding for the interview circuit.

Course Content

Participants will examine the following:

- Background to the media in the UK;
- The reason for interviews;
- The importance of preparation;
- How to adapt to the environment and the interviewer;
- Confidence building and answer construction;
- Answering questions in a positive and complete way;
- Crisis management;
- Leading the interview;
- Body language and public persona;
- Understanding what the interview is for and where it will end up;
- The benefits arising out of a successful interview ;
- Follow up advice document and report.