



# Your Media Training timetable

Our experienced team will take you through an illuminating day of media training from 9am until 4pm with a one-hour lunch break at noon.

## Morning session

### Quick-fire quiz

How media savvy are you?

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### Meet the team

Our experienced former journalists provide a snapshot of their colourful careers working for regional, national and international media. Listen carefully... you'll be fielding their questions later on!

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### What is the media

We'll run through the ever-changing media landscape.

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### What does the media want

There's an insatiable appetite for eye-catching news, features and comment and we'll explain how you can be proactive, reactive and even manage a crisis.

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### Crisis scenarios

We'll take you through a series of real-life crises that dominated the media landscape. Our team of PR professionals will reveal their own experiences of crisis media management and underline the importance of setting the agenda and controlling the narrative.

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### Activity

How will you react to a modern-day crisis? We'll test what you've learnt and take on board your approach to managing a crisis as we present a scenario sure to pique the media's interest.

**Break**



## You're the story

We'll guide you through the principles behind successful broadcast, online and print interviews.

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## Video killed the radio star

Are you a natural in front of the camera or secretly hoping you have a face for radio? How do you prepare for the pressure of a TV interview? Is radio a relaxed alternative? We'll explain everything you need to know to get your message across clearly, concisely and calmly.

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## The curveball question

What to do when you didn't see it coming!

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## Prepare... to succeed

Plan for every scenario and play the media game. We'll reveal the tricks of the trade and empower you to tackle the most relentless of reporters.

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## The live TV interview

No going back and nowhere to hide. We'll explain how you can tackle a live TV interview with confidence, focusing on how you look, how you feel and how you can stay in control.

**Lunch**



## Afternoon session

### Recap

Everything you learnt before lunch... in a nutshell.

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### The interviews

This is where your training kicks in as you face our journalists ahead of one-to-one interviews. Expect trial by TV, wave hello to the airwaves and a sit down with the local paper.

#### **For groups of six:**

Interviewees will be split into groups of two. Pairs will rotate between TV, radio and print interviews.

TV — One-to-one interviews lasting circa 10 minutes

Radio — One-to-one or group interviews

Print — One to one or group interviews

Peer review — Pairs to assess strengths and weaknesses

#### **For groups of 12:**

As above but split into four groups of three. Every participant is guaranteed 10 minutes of TV interview time.

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### Conclusion

Q&A and recap.