



*Media Training ... made clear*

We offer a practical, workshop-type course, with experienced editorial and technical presenters. We'll film and edit interviews and demonstrate how the message might be more effective, particularly on television.

**Our course covers many aspects of media interaction:**

e.g. Presentation Techniques.

**Proactive & Reactive scenarios.**

**Crisis Management & Damage Limitation**

Be prepared & have something to say.

**The message & the medium**

What do you want to say & who do you want to say it to?

**Press, Radio, Television**

Be aware of content, sound & vision.

**Reporters, Editors & Producers**

what are they looking for?

**On & Off the Record**

Media Briefings .v. Media Conferences.

The course typically lasts around four-hours, e.g. 10 am – 3 pm with an hour for lunch, although we can tailor the programme to meet your requirements and also offer evening sessions.