

Dealing with the Media Workshop

Interactive 1 day in-house workshop

Get your messages across to your audience by using the media effectively

Overview of course content

This highly engaging and interactive session starts with what the media want and how they work; what a news story is, and how to express what you want to say in a media-friendly form. You'll experience realistic interviews with newspapers, radio and TV, led by a seasoned broadcast journalist and a cameraman/sound recordist. The course includes:

Understanding the Media - learning how to work with journalists in all media while avoiding traps and misunderstandings.

Crafting your Messages - practice in expressing yourself and how to 'sell' your message:

- Quickly
- Authentically
- Appropriately (for the circumstances)

Handling an Interview - answering journalists' questions so as to give them a good, positive story while reinforcing, not compromising, your key messages.

The interviews are played back in a supportive group setting, critiqued and then repeated as necessary. Delegates are provided with full handouts and video copies of their role-play media interviews to review at their leisure.

Key benefits

Win new audiences for your product, service or point of view

Understand the relationship between you, your audience and the media

Be confident and in control when dealing with the media



Duration and format

Interactive one day programme.

Please contact us to discuss your requirements.

Who is this course for?

Anyone who needs to get a message to their audience(s) using radio, TV or newspapers.

Anyone who is interested in promoting the reputation and services of their work or company.

Knowing what a journalist wants helps me get what I want. It's all about relationships really.

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What's it all about?

In a world of 24/7 media overload, how can you get your messages heard? How do you stand out from the crowd? How will you ensure your audience is listening?

The *'Dealing with the Media Workshop'* lets you identify the messages you want the world to know, turn them into stories and practise talking about them to your chosen audiences via your chosen media.

Do you ever wish you could rewind an interview so you can give a better answer? We'll show you how.

The workshop will offer you the chance to practice media interviews and to review your performance.

Can I talk to the media without getting egg on my face?

Yes you can. It is all about developing good working relationships and we explore how you can establish a positive rapport with journalists so you both get what you want. We help you to generate and deliver clear, compelling messages and involve members of your team in reaching your audiences. So the *'Dealing With the Media Workshop'* can help you:

- Structure ideas simply and persuasively.
- Bring your messages to life.
- Connect to your audiences.
- Work effectively with radio, broadcast and print journalists.
- Lose the fear of dealing with tough questions, objections and hostile situations.
- Deliver a memorable sound bite.
- Build and develop your reputation.



You'll also learn how to:

- **Get to the point and be remembered** - by structuring your ideas simply and clearly.
- **Enhance your image** - dress right for TV.
- **Sound human and friendly** - use personal experiences to bring your interview to life.
- **Bridge from question to answer** - win time, answer the right questions and handle objections and tough questions easily.
- **Recognise when you're in trouble** - avoid questions you don't want to respond to.
- **Stay positive** - set your own tone, rather than accepting that of the journalist.
- **Have a Media Buddy** - to help rehearse your interview and give you feedback. Have you covered all possible angles?
- **Know different styles** - print; radio; TV; news; chat show; press conferences; social media.

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Additional course detail

Continue and refresh your learning even after the course...

...all attendees on this course receive FREE access to the exclusive 'Dealing with the Media' post course learning area of the Illumine website.

How can I take this programme?

In-house courses - suitable for organisations that want to develop teams or groups of individuals from across the organisation. Programmes can be geared towards your organisation or industry sector with relevant activities, examples and case studies. . Discuss your needs with an account manager on +44(0)1753 866633 or email inhouse@illumine.co.uk .

About Illumine

Illumine Training provides management and personal skills development, focused on developing *better brains for better business*.

The range of courses and workshops is split into six business critical areas and are delivered through:

Public Workshops - 1 and 2 day workshops.

In-house Courses - Specifically for teams or groups from within an organisation, tailoring as necessary.

FIT Sessions - In-house bite-size (90 minute) learning sessions designed by Illumine to maximise learning in the minimum time possible.

Other Options - E-learning, Facilitation, Coaching, Away-days and Speakers.