

# ABERFIELD

POSITIVE INFLUENCE

## Dealing with the media...with confidence

### Media training workshops from Aberfield

#### ***Why is media training important?***

When you need to communicate an important message, or your organisation's reputation is at stake, the media can be an important ally. But the media can destroy reputations as easily as make them.

The difference between the two outcomes can come down to how the company's spokespeople "perform" in front of the camera or microphone.

But just as it takes a journalist years to become a good interviewer, it can take practice – and lots of advice – for someone to become a good interviewee. That's where media training from Aberfield comes in.

We've been on both sides of the microphone, so we use our extensive experience to prepare you for those important interview situations, to give you the skills and confidence to handle any question...or questioner.

#### ***Who should be media trained?***

In simple terms, anyone who is likely to have direct contact with the media. Whether you're talking to a junior staffer on a trade publication, or John Humphrys on 'Today', you need to be properly prepared.

If you're speaking publicly on behalf of your organisation, you become its representative. Your audience will judge you, and your organisation, as one.

Our media training days are ideal for people who have never had any detailed media training, or who are in need of a refresher. They're designed to highlight and address the kind of issues your organisation is likely to face and help you prepare the best responses.

### ***What will the workshop cover?***

Each workshop includes:

- An introduction to the media and how journalists approach an interview
- Planning for an interview – what to ask before you agree to do it, through to how to formulate and communicate your messages.
- Advice on how good preparation can help set the agenda and maintain control.
- Group interview preparation
- Individual interview practice (including TV and radio)
- Detailed feedback on each interview

The interviews are based on realistic and relevant scenarios that are fully researched, based on fact and agreed in advance (although not with the trainees!).

### ***What are the benefits?***

Above all, the course allows people to face the media with confidence, and to enjoy a successful interview every time.

You'll get valuable advice on how to achieve, and maintain, control of any interview situation – no matter how sensitive the subject, or aggressive the interviewer.

In addition, we'll help you improve your message preparation and communication, vocal delivery (speed, tone of voice etc) and body language – all useful skills to have if you're making a presentation or speech, or taking part in a corporate video.

In addition, the day may also help you identify – and prepare for – operational or reputational issues your organisation may face in the future.

***(NB: We can run more in-depth crisis media training for those who require it, and/or are more experienced in their media dealings. Details on request.)***

### ***Who'll be doing the training?***

Our media training services are headed by Phil Reed, a former journalist with over 20 years' experience in PR and media training. He's run media training programmes for clients in sectors as diverse as retail, healthcare, housing, transport, construction, financial services, chemicals, food manufacture and the arts. He is also a veteran of over 400 radio and TV interviews!

Everyone involved in the training is subject to a confidentiality agreement, which ensures that any information you share with us stays with us.

***When and where are they held?***

They're arranged to suit the attendees. Normally we need three to four weeks for proper preparation, but if the circumstances dictate we can work to shorter timescales.

The venue is entirely up to you. Some clients like to use their own offices, while others prefer somewhere 'neutral'. All we require is two adjacent rooms that are sufficiently large enough for the number of people attending.

***How many people can be trained in one session?***

Normally we train between one and six people in a single day (although we recently media trained 44 ballet dancers in one day!), but to allow sufficient interview time for each delegate we would recommend a maximum of four people. For really in-depth training, a one-to-one workshop is ideal.

Our golden rule is we never have more than one client company on the same workshop. When serious and sensitive issues are being discussed and debated during the day, it's important this is conducted confidentially. One workshop = one client.

The likes of CEOs and MDs can be trained separately, if required.

***How much does it cost?***

Because our media training courses are bespoke and geared exactly to your requirements, we can't give you an exact figure here.

Please contact us to discuss your requirements and we can provide you with a detailed quote and timetable for your workshop.

***Contact us in strict confidence***

**Phil Reed      0113 88 00 444      [phil.reed@aberfield.com](mailto:phil.reed@aberfield.com)**

**Aberfield Communications, 46 The Calls, Leeds LS2 7EY**