

**thrive** with

# Media Training

## PRODUCT SCOPE

A one-day session that ensures your executives are ready for any media interview they are presented with.



## How will Media Training benefit you?

Our course provides you with a comprehensive foundation on how to deal with media of all types including the varied approaches different types of media will adopt.

The training will examine what journalists are looking for, how digitalisation has changed the media landscape and how staff can manage enquiries to ensure they are fully prepared and understand how they can deliver the right message.

## What's involved?

We'll firstly sit down to discuss your needs, including talking about the attendees on the course and what their areas of expertise are. This will allow us to make the afternoon interview sessions specific to their areas of responsibility.

### Morning session

The morning session takes participants through the dos and don'ts of dealing with the media including what to expect, why you never say 'no comment', how to prepare, why building relationships are so important and other issues of note.

### Afternoon session

Our afternoon session will allow staff to undergo a number of interview scenarios to get first-hand experience of dealing with journalists.

Each attendee undergoes three separate five-minute interviews on different issues:

- **Interview one** – designed to be straightforward and allow participants to utilise their expertise
- **Interview two** – includes a curve-ball question which may have been agreed with the marketing department beforehand or will be posed in response to an earlier answer given
- **Interview three** – a relatively straightforward interview to allow participants to practice what they have learnt throughout the day

The sessions are run by our in-house team which has decades of marketing, PR and journalism experience. Our media training is restricted to a maximum of five people so that the approach can be personalised and sufficient interview time allocated.

## What does it cost?

Media training has a maximum of five attendees and comes with a flat fee that includes pre work to ensure the session can be personalised.

For more information on costs, please email: [info@tmccmarketing.co.uk](mailto:info@tmccmarketing.co.uk)