

Media Training 1



Key Aims

- Give delegates an overview of media activity in the Channel Islands;
- Equip delegates with the confidence to deliver corporate messages successfully;
- Give delegates a range of tools to help prepare for media interviews and opportunities

Basic Media Skills

This is a basic course for anyone who is likely to be asked to respond to a request for a media interview. Orchid Media Training recognises that most interviews locally will be of a fairly straightforward nature for print, radio or television.

A confidential brief is taken from the commissioning officer about the goals to be achieved and the personnel taking part. The course is then specifically tailored for the delegates.

The course can be hosted at the client's offices (preferable and more realistic) and involves a number of exercises and theory sessions which will cover:

- How to prepare;
- How to predict questions;
- How to deal with different media expectations;
- How to handle a press conference;
- How to take control;
- Body language and use of tone;
- How to avoid interview pitfalls and make yourself look credible and professional.

All the exercises will be filmed, analysed and discussed as a group.

Target Audience

For marketing and senior personnel who are likely to be asked to comment on an issue or give media interview relating to their business. This course is also very useful for staff who may have to brief senior management on media interviews.

Duration of Course

Full day

Maximum Number of Delegates per Course

Six

Cost per Delegate

£300.00

www.orchid.je | 01534 888992 | info@orchid.je

