

Media Training 3



Key Aim

- Give delegates an overview of how the media operates and equip delegates with the knowledge and skills to enable them to brief senior executives who may be required to engage with the media

Briefing Executives

This course equips personnel with the ability to brief senior executives who have been requested to give a media interview:

- Media overview;
- Handling pressure from Journalists;
- How to control the agenda;
- Top tips for your spokespeople;
- Prioritising media interviews;
- Being present at media interviews;
- Measuring success.

Target Audience

Marketing & HR staff who will not be called upon to give an interview themselves but who may be required to brief senior spokespeople.

Duration of Course

Full day

Maximum Number of Delegates per Course

Six

Cost per Delegate

£300.00

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