

**webs
edge**
GLOBAL ONLINE BROADCASTING
mediatraining
2009

training services

Why Undertake Media Training?

Media training is no longer a luxury; it is a necessity in the modern business world. Media training will enable you to deal with journalists and broadcasters with confidence as well as understand what is required of you.

Even if you have had previous dealings with the media there will be situations that are new and potentially difficult. Media training will help you organise your thoughts more effectively and answer difficult questions, even in areas that you know little, or nothing, about.

Facilities

Depending on the number of delegates, training can be conducted in half or full day sessions. Often the easiest option is to conduct the training at the client premises. In this scenario, we provide a camera crew who use state of the art equipment to record the interviews for the delegates to review.

We can also offer training in our new studio. This can be good for delegates as it helps them feel more relaxed on their future visits to, and interviews at, television and radio studios.

As an alternative to the above, we also offer the use of our office in London's West End.

Course Preparation

In preparation for the training sessions, the trainers fully research the issues facing clients and recent media coverage of these issues.

Course Assessment

After the training sessions, we provide a detailed assessment of the individual delegate's performance and ability. This enables the client to build a solid bank of good spokespeople, who can be made available to the media.

Course Notes/Material

WebsEdge also provides detailed course notes. These will include tips on how to deal with the print and broadcast media and will be directly relevant to the delegates on the course. We can also prepare specific video materials, and even TV news items, should these be required.

mediatraining

Our courses are entirely bespoke to suit different client needs. Below we provide some illustrations of possible training programmes to give you an idea of what can be included.

Executive Media Training

WebsEdge runs media training courses for all levels within organisations, but recognises there is a particular need for training aimed at the higher echelons.

In many cases top executives wish to be trained on a one to one basis or in very small groups. Many chief executives will already have had some experience of dealing with the media. They also often require training to be focussed on one particular issue or in preparation for a forthcoming announcement or high profile media interview.

executive training

In a half day programme, a particular issue is usually identified as the focus for the training. A series of interviews are then conducted on the subject. The programme might look as follows:

Half Day Print and Broadcast:

0930 Welcome and introduction to the course

Identifying the story, focussing the message, and getting it across to journalists.

1000 **Interview One - Print:** Telephone interview with a print journalist

Analysis & discussion

1100 Dealing with radio.

Interview Two – Radio: Re-creation of a face to face studio interview for a radio live show

Playback and analysis

1145 Television techniques. An explanation of the demands of television and the different sorts of interview techniques required, for live, pre-recorded, and down the line situations.

Interview Three & Four –

Television: A live down the line interview followed by a pre-recorded interview.

Playback and Analysis

1230 Close

Course Notes:

- Designed for up to two people

Full Day Print and Broadcast

This course mixes both print and broadcast.

09.30 - 09.45	Introductions and welcome
09.45 - 10.00	What makes a story. Where stories come from and how they escalate What journalists are looking for How to give journalists what they are looking for while getting your own message across
10.45 - 11.15	Interview One: A telephone interview with a trade journalist Playback and Analysis
11.45 - 12.15	The Press Briefing. How to deal with small groups of journalists
12.15 - 12.45	Interview Two: The Press Briefing Analysis
1.15 - 2.00	Lunch
2.00 - 2.30	The strange world of Broadcast: How it differs from print
2.30 - 3.00	Interview Three: Radio Interview from a radio studio Playback and analysis
3.30 - 4.00	Television. How to prepare for and conduct a television interview
4.00 - 4.30	Interview Four: A television interview Playback and Analysis.
5.00	Close

Course Notes:

- Designed for up to four people

broadcastmedia

This is another practical course which gives the participants a thorough understanding of how television and radio work. It is taught by experienced broadcast journalists with technical back-up. All courses are bespoke but this illustrates the ingredients.

09.30 – 10.15 Introductions and welcome

How journalists work, what they are looking for in a story, and the time pressures they work under. Different types of interview

Interview Techniques

How to get your message across

10.15 - 10.30 An introduction to Radio

10.30 - 11.00 **Interview One:** A face to face radio interview

Playback and Analysis

11.30 – 12.00 **Interview Two:** A down the line radio interview

Playback and Analysis

12.30 – 1.30 Lunch

1.30 - 2.00 The different requirements of television

2.00 – 2.30 Live Interview Technique

2.30 - 3.00 **Interview Three:** A live television interview

Playback and Analysis

3.30 - 4.00 How to deal with the difficult question.

4.00 – 4.30 **Interview Four:** pre-recorded interview for a business programme

Playback and Analysis

5.00 Close

mediatraining group masterclass

This course is designed to cater for larger groups of people with differing experience and abilities and focuses on identifying and developing key messages. The practical interview sessions give each participant experience in dealing with one of the media, supported by a small group of colleagues.

The course is particularly useful for clients seeking to raise media awareness across departments and developing a team of spokespeople. Each course is bespoke for specific groups.

Half day Print and Broadcast group masterclass

9.30 10.30: **Whole group session:**

Introductions: experience of the media; expectations of the session

Dealing with the media

- the journalist's task; where stories come from; the competition for news; what is a story; where the story goes; different sorts of journalist
- understanding the mind of the journalist; key messages and key facts; identifying the story; headlines and deadlines; on and off the record
- preparing for interviews; different sorts of interviews; focusing the message and getting it across to journalists;

Questions

10.30-12.30: **Small group sessions:**

- The group breaks out into subgroups
- Each subgroup works on identifying and developing key messages and facts
- Each subgroup identifies a spokesperson for each of the media to be addressed in live one-to-one, pre-recorded, and down-the-line situations

e.g. **Print:** - interview with a local/specialist journal/national newspaper

- press briefing
- Analysis and discussion

Radio: - re-creation of a one to one studio interview for a live radio talk show

Playback and analysis

Television: - One to one TV interview
- Down the line TV interview
- Playback and analysis

12.30 **Questions**

Close

message development

For many of our clients media training fulfils a vital function, but it often reveals an important gap in the company's own thinking and what messages work best in the media.

Message development training takes media training a step further and offers the client WebsEdge's consultancy services in identifying the messages, and then testing them in the hostile environment of media interviews.

Message development is an extremely valuable service provided by WebsEdge to leading companies at the very top level.

Message Development Course

Message development training is normally a three stage process:

1. WebsEdge's directors meet with the client to discuss the main elements of the strategy or campaign that is being considered.
2. WebsEdge will analyse the material available and come up with suggested key messages – the ones which in our view will have the most appeal to the media and are most likely to get maximum coverage.
3. The messages are then incorporated into a half day or full day media training session. During these interviews the robustness of the messages is tested, and the ability of the spokespeople to deliver them is monitored.

An alternative approach is for clients to develop their own preferred key messages. These are then tested in the intensive media training session, and once their effectiveness is evaluated, a refined set of messages is produced by the client and WebsEdge together.

crisismanagement

All organisations should be prepared for crisis, and for the intense media scrutiny that goes with it. Getting the right messages across in a crisis is crucial. Organisations need to be able to deal not just with the media, but also their staff, their customers and interested parties from many other areas – often all at the same time.

Even if there is a crisis management plan in place, it still has to be delivered effectively when the moment comes. Our crisis training course is designed to complete your communications strategy, so you know how to respond when a crisis hits. It will also demonstrate the extent to which there is sufficient support and communication within the organisation to handle the impact of a crisis on reputation and business continuity.

WebsEdge's approach is closely related to our media training. First, we carry out a detailed analysis of a potential crisis for the client. This analysis then forms the scenario for intensive workshops, where the crisis management plan and team are put through their paces under the pressure of media scrutiny. Afterwards, we analyse and report the strengths and weaknesses that have been revealed, the effectiveness of the key messages and how they reach the relevant audience.

Like any crisis procedure, media strategy needs to keep up with personnel changes and company circumstances. WebsEdge can arrange to test new initiatives or existing strategy, again using workshops and simulations to analyse and report on current strengths and weaknesses.

Crisis Management workshops are primarily practical, with spokespeople obliged to communicate with television, radio and the press, while dealing with an unfolding crisis situation, developed in advance by WebsEdge from pre-course research.

Issues that will be addressed include:

- The role of the corporate communications department
- Identifying spokespeople for internal/external messages
- Internal communications chain of command and procedure
- Who should/should not respond to media enquiries
- Relationships with other parties involved
- Locations
- How to respond to reporters from different media requiring information
- Holding statements
- Developing the official statement
- Information for other key audiences, both internal and external
- Responding to further developments
- Communications infrastructure and equipment

crisis management training

An all day programme for four to six people held onsite at client premises to recreate, as closely as possible, the logistical and technical restrictions and environment of a real life crisis.

09.30 - 11.00 Communications theory and discussion with participants

11.00 – 16.00 Practical exercise: The crisis scenario

Against an evolving scenario, participants develop and adapt strategies and messages in response to print and broadcast media intrusion, both down the line and live to camera, while servicing key internal stakeholders.

16.00 – 17.00 Initial feedback on performance
Playback/write-up of media interviews

Course Notes:

- Course notes and tapes will be provided.
- Following the training session WebsEdge will provide a detailed report with observations and recommendations.

presentation training

Presentation skills are vital to individuals and to the organisations they represent. Even those unlikely ever to come face to face with the media will find it difficult to avoid having to make presentations to their colleagues, their clients and to the outside world.

Professional presentation can make all the difference to the success or failure of a business proposition, a marketing pitch or an interview. The skills that need to be developed and applied are valuable whether it be at a small or large gathering, an internal or an external meeting, in formal or informal surroundings.

WebsEdge's presentation courses are intensively practical. The emphasis is on making presentations for the record, playing them back and analysing them, and then working on identified areas of weakness.

Among the elements that can be covered are:

- Appearance, body language, posture, eye contact and voice
- Nerves, how to conquer them and deal with stress
- Structure, the shape and logic of the presentation
- Dealing with questions
- The use of humour and timing
- Preparing the content
- Styles of delivery
- The use of visual aids
- Getting to know your audience
- Language, speaking simply and avoiding the jargon
- The speaking environment, microphones, lighting, seating arrangements

WebsEdge's trainers always encourage maximum participation in the sessions, with numerous opportunities for analysis, comment and criticism from all the participants.

Presentation Training

A typical full day presentation course for four people might look like this:

- 9.30 – 10.00 Introductions and welcome. What do you want to achieve?
- 10.00- 10.30 **The first presentation** - To assess how good you currently are
Playback and analysis. What makes a good speaker and how did you and your presentation measure up?
- 11.30- 1200 **The second (key message) presentation** - unbundling your presentation and getting the basics right. The importance of a strong start and finish
- 12.00- 12.45 Playback and analysis. What you've learnt so far.
- 12.45- 14.00 Lunch
- 14.00- 14.30 Discussion on visual aids, voice and nerves.
- 14.30 - 15.30 Reworking the first presentation, how does it need to change?
How do you need to change?
- 15.30- 16.15 **The new, improved presentation**
Playback and discussion
- 17.00 Close

A typical half day course follows the structure above, but for one or two people only.

Each participant receives a recording of their presentations, together with written course notes and assessment sheets.

thetrainers

Jane Bennett-Powell

Jane is a journalist who can draw on more than 20 years' experience in national and international journalism, Jane has trained senior executives in finance, commerce and public life in preparation for effective appearances on tv, radio and in print.

Stephen Horn

Stephen is WebsEdge's CEO. Before setting up WebsEdge, Stephen was Director of Communications at the Confederation for British Industry (CBI) where he was responsible for media relations, parliamentary lobbying, European lobbying, and all written and visual communications. During this time, he took charge of the CBI's hugely successful "Business In Europe" campaign. He was also responsible for forging links between the CBI and the Labour Party before the 1997 General Election, a relationship that is now solidly established. Before joining the CBI, Stephen spent seven busy years at the BBC as a lead producer on the Nine O'Clock News, Newsnight and the Money Programme.

contactdetails

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