



# PRESENTATION & MEDIA TRAINING

Customised training to increase your confidence and impact when dealing with the media.

Whether you require general media training in radio, TV or print or would like to be trained on a particular scenario, voicebusiness can help!

**voicebusiness designed media training for Rape Crisis Scotland and Fiona Montgomery commented:**

*voicebusiness was recommended to us for media training. We were very impressed with the training they provided, which was highly practical, supportive, informative and targeted at our specific concerns, using a realistic scenario. We'd happily recommend them to others.*

## When that story breaks

This scenario-based training equips participants with a range of advanced skills for dealing with print, TV and radio journalists on the media front line during a crisis or unexpected event.

Often using a relevant example from their organisation, participants are put through a rigorous practical programme, including a news story breaking. Through this training, they will be equipped to be ready for everything from being door stepped by camera crews to having to take part in radio and TV debates at short notice.

Benefits of the training include improved:

- Communication skills
- Radio and TV interview techniques
- Press release and press conference preparation
- Tactics for dealing with journalists on the doorstep or in the studio
- Techniques to build strong relationships and form allies with journalists.

Training is devised after in-depth client briefings and run in collaboration with expert presenters, journalists and press officers. Confidentiality is absolutely assured.

## **The Radio Experience**

This training equips participants with insight into the phenomenon of the sound bite and handling interviews and discussions. This is usually a half-day course held in a recording studio, so gives a true experience of dealing with radio interviews and the potential stress of being in the unfamiliar environment of a radio studio.

## **Coping with Television**

These half and full day courses provide participants with key techniques to maximise TV media opportunities. On the half-day course participants gain experience and skills to deal with TV interviews in the office or in the street. This training is usually held at the client's premises or in a training room using portable recording equipment.

The full day training allows participants to practice one-to-one interviews, discussions and handling a debate down the line. This training is held in a television studio and some of the time will be spent outside the building.

## **PR & Press**

Gives an insight into the best ways to attract and resist media attention. The journalist's view is often different from the aspirations of your organisation and we will show you ways to understand media perceptions, as well as how to bridge that gap.

voicebusiness uses specially adapted acting techniques for the business environment which are coupled with well-established disciplines such as NLP. The training is professional, friendly, and above all, effective. Unlike some training, the activities are flexible and adapted to the individuals' needs on the day. Participants are fully supported with a high ratio of trainers to individuals and small class sizes.

Contact us now to discuss your requirements. Individual courses costed on request.

**We don't teach you your business – we teach you ours**