



Managing the Media With Confidence

With accountability, finance and performance in the media spotlight more than ever before, there has never been a better time to improve your skills at managing the media. This one day workshop will help you develop your media handling skills to enable you to protect and enhance your organisation's reputation. A former BBC journalist will show you how to make the most of good news, prepare effectively for bad news, and give you simple tips and techniques for media interviews.

SESSION INCLUDE:

1. Insight into how the media works and top tips on how to make your organisation media friendly
2. How to make the most of good news and win positive media coverage
3. Advice to set up and implement an effective media handling protocol
4. Tips for handling media enquiries
5. Interview skills including handling aggressive or challenging questions
6. Simple but effective advice on how to prepare
7. Top tips to help you prepare for and handle a crisis in the media
8. Chance to take part in real TV and radio interviews with a BBC journalist, using professional broadcast camera equipment and studio lighting
9. Where to go from here – embedding your news skills within your wider communication strategy

FACILITATED BY:

Mark Brealey spent 12 years working as a journalist in newspapers and the BBC before moving into public relations and media training. He worked initially as a Consultant and Head of Media Training for one of the country's top PR agencies before setting up his own media training and PR business. He is passionate about helping spokespeople get their messages across – whether the news is 'good' or 'bad'. Mark has spent the last 9 years helping NHS Trusts to handle major high profile media issues, ranging from mental health inquiries to swine flu. An experienced broadcast journalist, he has also reported for BBC television.

BENEFITS OF IN-HOUSE TRAINING FROM THE HUB EVENTS:

1. Tried and tested training workshops with a proven track record and excellent feedback
2. Practical, challenging and fun training from leading experts with extensive training experience
3. Agenda adapted to meet your specific training needs
4. Convenience and flexibility – a time and location to suit you
5. Cost effective – a one off fee rather than incurring costs per delegate

For more information about running this course in-house, please get in touch: info@thehubevents.com or **0161 484 5002**.

FEATURES

Designed for any organisation which could find itself under the spotlight.

Includes mock TV/radio interviews with real broadcast equipment

Available in house from **£1900 + VAT** for up to 8 participants

FEEDBACK FROM PREVIOUS PARTICIPANTS

"Mark offered really valuable advice and put us all at ease to generate discussion. I feel I've learnt lots and had a great confidence boost."

"Excellent - really enjoyed the day. Venue in good location and good facilities. Really useful to me and my organisation."

"Good expertise. Very informative. Good practical methods in handling media."

"Excellent training. Very interactive and engaging. Everything was covered. Mark is a very skilled reporter and accessible methods of teaching and communication style."

"Fantastic facilitation, knowledgeable without being patronising"