



MEDIA TRAINING

The best time to get media training is now. Advance preparation is everything. With media training from Political Insight, you'll always be ready, whenever a journalist calls.



WHY YOU SHOULD BOOK MEDIA TRAINING NOW

When you get the call from Newsnight, when your brand reputation is in trouble, or when you've had a bad media experience, it's too late. The right time to equip yourself with the skills necessary to face a media interview is before it happens. Trying to 'wing it' the first time you're live on air is a recipe for disaster.

Talking to the media isn't like talking to any other audience. You might be a great public speaker, but that doesn't mean you'll be good at media interviews. Knowing your facts doesn't mean you've nothing to worry about either, and neither does being a good conversationalist. You're not just 'having a conversation' when you speak to journalists. Journalists don't want a conversation; they want a story.

Doing media interviews requires a set of skills that rarely come instinctively. Even more confusingly, the skills required vary depending on the type of interview you're facing. A mid-morning sofa chat is radically different to a confrontational slot on the Radio 4 Today programme; a 'casual' lunch with a newspaper journalist needs handling differently to a pre-recorded interview for your local radio station. A down the line interview requires different camera skills than an in-studio or on-location interview.

Whether you're the CEO, the company founder, a senior manager or the PR; whether you're launching a new product or service, being asked to comment on company news, or dealing with a crisis; the media training team at Political Insight will prepare you for whatever media scenario you're likely to face. Whenever the call comes, for whatever reason, you'll be able to respond appropriately, and engage comfortably with your media inquisitors.

WHAT OUR MEDIA TRAINERS WILL TEACH YOU

Our media training courses combine theory and practice. They involve active learning and individual coaching, with the aim of enabling you to feel as comfortable, confident, and competent as you can be when facing the press.

You will learn:

- Why media interviews matter
- What journalists want
- How to respond to media requests
- Judging whether or not to accept interview requests
- Preparing for the interview
- Journalists' tricks of the trade
- Getting your points across
- What to say and what NOT to say
- Dealing with tough and unexpected questions
- Handling aggressive questioning or personal attacks
- After the interview: follow up, complaints, asking for corrections

We also cover debating skills, the dangers of social media, and the importance of non-verbal communication: your body language, how to

dress, sit, speak, look, move and respond to make the best impression.

You will receive practical experience of radio, TV, newspaper, and online interviews and press conferences, as we take you through the following scenarios:

- Live one-to-one interview on a TV news programme
- Live one-to-one interview in a radio studio
- Interview with a national newspaper plus online video clip
- Telephone interviews
- Live radio and TV panel discussions
- News clip interview, pre-recorded, perhaps on-location
- Down the line TV interviews
- Online TV interview via Skype
- Making a crisis statement
- Press conferences

We play back your interviews, offering honest feedback, so you will learn from watching and listening to your answers.

SUZANNE EVANS

A Director of Political Insight, Suzanne Evans is comfortable on both sides of the microphone, and very clearly understands the perspectives of both interviewer and interviewee. For ten years, she worked as a broadcast journalist, primarily for the BBC, before setting up her own PR consultancy. Later, after becoming involved in politics, she found herself in high demand as an interviewee on often challenging TV and radio programmes such as Politics Live, the Today programme, Newsnight, and Westminster Hour. She has clocked up six appearances as a panellist on BBC Question Time, and appeared twice as Paul Merton's guest on Have I Got News For You.



TREVOR BARNES

Trevor Barnes is a freelance journalist with an enviable track record in radio journalism. He has worked extensively as a reporter and presenter within various BBC radio news and current affairs departments, and in television and independent radio. Trevor has won two documentary awards for his work for BBC Radio 2 and the World Service. He also writes for several national newspapers and magazines, and is the author of fifteen non-fiction books, two of them bestsellers.



PATRICK O'FLYNN

Patrick O'Flynn is one of Britain's most respected and experienced political commentators and a well-known face around Westminster. He has spent over 20 years as a parliamentary lobby journalist, including spells on the Birmingham Post, Sunday Express and Daily Express, where he served first as Political Editor and then Chief Political Commentator. He now writes regular columns on political events for the Spectator's Coffee House blog, the Daily Telegraph and the Daily Express. Patrick is also familiar with being the interviewee, having been an MEP from 2014 to 2019. He is a Special Advisor to Political Insight.



HOW OUR COURSES WORK

Currently, all our courses are bespoke, with training customised to meet any key goals you may have. We train individuals, or groups of up to a maximum of five people from any single organisation, focusing on relevant issues that interviewees are likely to be questioned about.

Training can be rolled out at your offices, or combined with practical training within a real studio setting, depending on your budget.

A training course such as that described above will usually take place over two days, but we are able to accommodate different timescales. We also offer half or one-day refresher courses for individuals who've already had some form of media training, with a sharper focus on the practical experience. We're also able to respond quickly if you need a briefing and a rehearsal for a specific up-coming interview.

For a firm quotation, a bespoke training package to meet your precise needs, or any further information regarding media training, please do get in touch.



"I very much enjoyed my media training with the Political Insight team. The combination of experienced facilitators from the worlds of TV, radio and print made for an informative and varied programme. A range of practical dummy interviews on camera/tape with honest yet supportive feedback was especially helpful. I feel much more confident now about dealing with media interviews".

AK, Campaigns Consultant

