

Full day presentation and media training

Includes:

7 hours intensive coaching with an additional 1 hour for a review over lunch
2/3 trainers including a trained actress and voice coach
Each exercise is video recorded, played back and reviewed
DVD of the mock interviews to review following the training
Preparation to make the training as relevant and realistic as possible
Follow-up support

Morning Programme: introduction and objectives

Presentation matters

We show you how to deliver successful presentations to a professional audience.

Looking the part, sounding the part

We show you how to make a powerful impact on an audience.

Impromptu short speech

A short speech on a familiar topic to allow the team to make an initial assessment of your vocal strengths and weaknesses.

Tailoring the message

The vital considerations that underpin the effectiveness of any speech or presentation.

Two minute prepared presentation

The presentation allows the team to make an early assessment of areas for developments, and provides a benchmark to measure improvement throughout the session.

Breathing, vocal exercises and posture

An intensive 30 minute session with voice coach and drama teacher, Sarah Huntley, including key routines used by professional actors and presenters.

The exercises help develop projection and assist in the relaxation of voice and mind before important events.

Working with PowerPoint

The essential rules that help a presenter make the most of visual aids.

Pace exercise

How to make maximum effect with words. We practise with a written text to help you get the feel for the right pace at which to communicate with authority.

Analysis of the morning over lunch

Afternoon Programme

Effective media interview skills

We show you how to prepare for an interview, avoid media pitfalls, and control the media interview so you get what you want reported.

We explain the differing features of television and radio interviews.

We work with you to define and refine key messages for different audiences – and how to counter the negatives – building a narrative for each participant within the context of a communications strategy.

How the media works

We give our expert insight into the media agenda and show you how to craft and deliver a winning message.

Practice interviews

Mock interviews for a broadsheet and tabloid newspaper, followed by feedback.

Mock interviews for a rolling news channel and for a longer form TV interview in the style of BBC Newsnight, followed by feedback.

Mock interviews in the style of BBC Radio 4 and 5 Live, followed by feedback.

Down the line mock interviews

Mock interviews for pre-recorded television news clips.

Course Review