



Expert Media Training now available in Taunton

We are very pleased to announce that following a series of successful media training days in London, Bristol, Exeter and Weston-super Mare we can now offer training closer to home in Taunton. And in response to feedback, you can now book just one or two places rather than having to fill a full course for your organisation.

This course will give trainees a comprehensive introduction to the media – what they are, how they work and what they want. The day is packed with practical exercises and everyone on the course will be interviewed twice, receiving professional feedback and bespoke advice. The day will also equip participants with crucial back up theory that will explain what is going on in the communications transaction with the media.

Content will include:

Communication theory and models

Understanding what is going on when we communicate is vital. Having a clear model in your mind of how to communicate and prioritise key narrative messages ensures that the interviewee and not the interviewer controls the interview.

Understanding a Journalist

This is all about getting into the mind of the journalist and understanding the pressures they are under and the needs they have. Our view is that you can get what you want (getting your message across) while giving them what they need (a decent story, good copy).

Radio Interviews

Understanding the differences of a radio interview: live vs. recorded; voice tone; space; speed. Participants will be given the chance to practice an interview with feedback.

Television Interviews

How to cope with nerves; managing the tricky questions; keeping ion message in challenging interviews.

We currently have eight places available on Tuesday 24th February at Company on Bridge Street in Taunton.

Trainers:

Mark Wall was a senior communicator in the NHS for almost ten years. He has extensive experience of working with the press on a daily basis, selling positive stories and managing



negative stories. This has involved local, regional and national media, including highly sensitive and politicised stories. He has been interviewed for radio, television and print media on tape and live hundreds of times. He now runs his own communications and PR company working with public, private and third sector businesses

David Woodland was a working journalist with ITV and Sky and has covered a wide range of stories, friendly and controversial. He has interviewed some of the big beasts of the political world and understands what makes a good story. David will use his recent experience to explain how a journalist thinks and how you can minimise any damage to your organisation when a negative story hits.

What recent trainees have said:

"I'd really like to thank you for what was I thought was an excellent training day! It was incredibly productive for the training to be so tailored to the sector and individual attendees, which is rare and which I felt really made for a great learning experience. The group size also felt appropriate too, with plenty of one-to-one time and with good opportunities to learn from each other too. Importantly, the training will enable me to work across the organisation in strengthening media and promotional activities"

"I just want to say what an excellent day I had on Tuesday. The training was really interactive and fun. The whole day was executed in a very professional manner, but still allowing us all to be informal and relaxed throughout. I personally feel much more confident with the expertise you shared with us on the day and feel that my next appearance in the media will be a more pleasant experience"

"A quick email to say a big thank you for arranging the media training yesterday. It was fantastic"

"I found it very useful to get real world learning from a PR and journalist perspective. The top tips will be invaluable and the practical experience of being filmed on camera helped frame my thoughts as well as think about the presentation of my message on camera."

"I wish I had this training years ago"

For more information or to book a place email mark@markwall.co.uk or call 07990 999 3278