



CIPR Approved
Trainer 2009

DIRECTINPUT
ADVANTAGE THROUGH INSIGHT

The following are a selection of testimonials from previous course delegates:

Media Skills and Interview Training

“Excellent training, a relaxed and informal course but very relevant. It gave me a much better understanding of how journalists operate”

Steve Luce, Director of Jersey Oyster and Happy Hens

“James runs a superb course. You are taken out of your comfort zone and then taught effective and practical ways of taking control of situations. Learning in a small group you can try new techniques in a safe and controlled environment. It is a must for anyone who may have to represent their business in public.”

Yannick Fillieul Head of Consumer Sales & Marketing, Jersey Telecom

“Excellent and well tailored to the specific needs of the delegates. A very professional approach which included plenty of positive feedback.”

Deputy Anne Pryke, Health Minister, States of Jersey

“An essential course for anyone who needs to deal with the media. Interesting, challenging and enjoyable with excellent interaction between the tutor and delegates. It changes the way you think and makes you want to do more”

Harry Carré, Inspector, States of Jersey Police

“Excellent. James has a natural balance of authority, expertise and constructive feedback. The course was professional, practical and straight to the point – enjoyable and enlightening”

Rob Briggs, Senior Manager, Internal Communications and Community Relations, RBC Wealth Management

“I was very pleased to take the course with DirectInput in Qatar last month. It was immensely helpful for me as an executive that is beginning to engage with the media more and more regularly. The training delivered what it promised. As a dynamic, emerging market Qatar needs to project a confident and professional image onto the world stage and be able to deal effectively and proactively with the media. The training focused on the specific skills needed to deal with this particular interview format and provided helpful insights and advice on how to cope with the pressures and logistical problems that can occur.”

Rehan Atiq, Vice Chairman and Co-CEO, Capri Global Capital

“Direct Input has enabled the Qatar Financial Centre Authority to create a team of media ready experts in their respective fields both within the organization and from firms licensed by the QFC. They have demonstrated an ability to understand and manage some the cultural differences of operating in the Middle East and have delivered a cost effective and tailored solution to the QFC Authority’s media needs”.

Steve Martin, Director of Marketing and Corporate Communications, Qatar Financial Centre Authority



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Presentation Skills

“A great approach to training. This course stood head and shoulders above the rest as it was individually targeted and delivered in a fun and engaging manner. If anyone wants to know how to inject enthusiasm, creativity or personality into a presentation then this is the course for you. The filming and playback of the presentations gives you a great opportunity to see yourself in a detached way and identify areas for improvement.”

Quintin Murfin, Principal Engineer, Transport and Technical Services, States of Jersey

“A very interesting and engaging course. It is well structured and provided a wide range of simple and effective skills which I was able to practice in a secure environment”.

Elliott Griffiths, Management Accountant, BNP Paribas Securities Services

“Absolutely excellent. A real pleasure to be part of the group. I have picked up many techniques and ideas which I can put to immediate effect”

John Hughes Regional Communications Manager, Specsavers

Creative Writing for Publications

“A hands-on and informative course which encouraged me to think creatively and taught me a variety of techniques to get my message across. I was amazed at how much I learnt in such a short session and can put the skills to immediate use. An extremely useful course which will help people in many aspects of their everyday work – I would thoroughly recommend it!”

Liz Purgal, Head of Commercial Development Unit, Jersey Post Group

Finance Skills

“The days when marketing professionals could leave finance up to ‘someone else’ have passed, if indeed they should have ever existed. This short course covers everything from the basics of understanding key financial terms to getting to grips with profit generation. We had a mixed group with varying levels of understanding but through careful structuring Deanne made the course relevant to everyone. Critical to getting the most from the course was a tutor with an expert’s grasp of accounting and the ability to impart that with real clarity. I would recommend both the course and the tutor to others looking to extend their knowledge.”

Christopher Journeaux, Head of Marketing, Jersey Dairy

“Deanne used her expert knowledge and approachable style to deliver a thorough and professional course which was pitched at just the right level. The course was customized to meet our specific needs by including a mix of practical exercises and theory using our own financial accounts and data. As a result of the training my team now has a much clearer understanding of how all parts of the business operate as well as feeling confident to make informed and resourceful decisions. Jersey Dairy considers this to be a valuable investment in the long-term development of our staff and the success of the business as a whole”.

Tony Reed, Head of Distribution and HR, Jersey Dairy



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“An engaging and lively tutor who was clearly knowledgeable and was able to communicate financial principles in a way that all delegates could understand. Deanne worked hard to involve all of the class and ensure that everyone understood what was important to manage finance in a legal practice of our size.”

Aaron Le Cornu, Group Finance Director, Ogier