

Media Refresher Course

This ½ day course is aimed at anyone who has attended a media training course in the past and wants to refresh their skills, or who feels confident in their media interview handling but would benefit from the opportunity to practice in a secure environment. It would also suit those who have trained or had experience outside the Channel Islands and would like to localise their skills.

It involves a refresher session on the theory behind giving effective media interviews, and then rehearsing a series of realistic interviews for TV, radio and print based around a fictional scenario, which can be tailored for an individual company.

The course is designed to help delegates improve their existing media skills as well as giving them the chance to practice and make sure they are always ready to take a phone call from the media.

Course Outline:

- How to predict the questions
- Preparing for an interview
- Communicating key messages
- Sticking to your agenda
- Promoting and defending
- Presentation skills

Course Objectives:

- To refresh the techniques for getting messages across in all media interviews
- To rehearse different types of interview in a secure environment with full advice and feedback
- To understand exactly what a journalist will be looking for in an interview and prepare for it
- To feel confident in any media interview situation
- To get across positive messages through the media
- To be able to limit the damage of negative publicity

Target Delegates:

- Anyone acting as a company spokesman or industry representative
- Politicians
- Senior management who may have to deal with the media in public

Duration: Half-day

Number of Delegates: 6

Tutor: James Filleul is a former news editor of BBC Jersey, where he managed a team of journalists and set the daily news agenda. He is now the Managing Director of Direct Input, a Channel Island PR and Training company, which runs specialist communications courses. James is a high-profile figure in the Island's business communities. He has hosted the annual Institute of Directors awards dinner, presented Chamber of Commerce debates and is a regular public speaker at a variety of corporate functions.