

HALF DAY MEDIA SKILLS COURSE

13:00

Tea/coffee on arrival

Introductions, review of media experience to date, course objectives and timetable.

Essential Tips On Preparation

Top tips on preparation techniques to ensure that you establish control from the beginning, and handle the interview or filming opportunity with confidence.

Newspapers – Avoid the Elephant Traps

A reminder of the different agendas of different print media – what newspapers want, how they put you in an unexpected context, how you can handle them to ensure positive coverage.

Handle The Blogosphere

The essential information and techniques which will give you the power of social media, and the skills to control it.

You're Live On Radio

Experience 1-1 interviews, phone-ins and lively debates in a radio studio environment, followed by playback With immediate analysis and advice. Each delegate will give at least two interviews.

Camera, Lights, Action.

TV Interviews, filmed by a TV News crew. Hear at first hand how to make camera crews your friend, not your foe. Interviews will be played back and critiqued.

17:00

Review/discussion/close