



PR & media training

from *matm*

Media training from *matm*

Whether you have a really positive story to tell or find yourself being criticised in public, facing the media can be daunting. The good news is that with forethought and practice, being the focus of media attention is less stressful than you think.

matm offers a range of training and coaching services that can be tailored to perfectly fit your needs and budget. We have the expertise and experience that will allow you to face the media with confidence.

Courses available:

- Course 1 Making the media work for you**
getting a journalist to tell the story you want
- Course 2 Media Skills for Success**
interview Skills for print, radio and broadcast
- Course 3 Media Relations Coaching**

Topics our training and coaching covers include:

- Media planning
- Managing media launches and events
- Interview technique – print, radio and broadcast
- Effective interview preparation
- Handling live broadcasts
- Making the most of your good news
- Crisis management
- Stakeholder communications

Tailor to your needs: *Please note, full course details follow, but content can be tailored to your personal requirements*

Course trainer

Your trainer is **Andy Comber**, a highly experienced former senior print and broadcast journalist. Andy has many years' experience working in senior positions in newspaper and TV journalism.

He also held senior positions in NHS communications management for large hospitals in Birmingham before joining matm.



Course 1 - Making the media work for you

getting a journalist to tell the story you want

Having a good story for the media is just the start. When there are thousands of others clamouring to have their story told, you need to know how to make sure yours stands out, gets seen and then selected.

This course will clearly explain how you can **maximise** the chance that your story will be taken seriously by a journalist and then published or broadcast.

Once you have been on this training course you will:

- Understand what makes journalists tick and what really interests them
- Be able to properly structure and design a press release so a journalist can't ignore it
- Know the news angles that really grab a journalist's attention
- Understand how to match your key messages to what makes a great story
- Create quotes that are natural, relevant and powerful
- Be able to target the right journalist at the right publications, at the right time, so your story gets the coverage it deserves
- Make sure you avoid pitfalls that can turn a good story into a bad one
- Know how to use Twitter, blogs and other online media, including your own website, to maximise the chance that your story will be seen.

Who this course is for

Business owners, business managers, local government managers, government agency managers and voluntary organisation managers who want to effectively use the media to publicise their company or organisation.

Course structure

The course takes half a day (four hours – with two comfort breaks) to complete. It can be held in your workplace or we can book an external venue. The course can be provided one-to-one or in groups of up to eight. It involves practical, hands on exercises designed to illustrate key points and ensure your training is meaningful and enjoyable.

Our follow up

Each delegate will receive a pack containing extensive notes explaining the points made in the course. Each will also be contacted within eight weeks of the course finishing for a debrief and to respond to any queries or concerns that may have arisen.

Course costs

One delegate	£250
Subsequent delegates - up to a total of five	£150
Subsequent delegates – from six to eight	£100



Course 2 - Media skills for success

interview skills for print, radio and broadcast

Purpose

To provide you with the knowledge and skills that will give you confidence when facing a range of different types of media interviews and scenarios, both negative and positive.

Who it is for

Anyone who may be required to carry out media interviews or manage them. The course can be tailored for beginners or those who already have experience of media relations but want to brush up or develop their skills.

Content

The course is highly practical and gives participants opportunities to practice and develop their skills in a number of scenarios. These will include managing media relations during emergencies and when you want to make the most of a positive story.

Delegates will face a number of interviews based on a series of challenging scenarios which are usually based on the professional working lives of the delegates themselves, to heighten the sense of reality.

Key learning areas are:

- Interview preparation
- Interview technique
- Message management
- Crisis communications



Specific areas covered include:

One-to-one interviews for print, radio and broadcast – and the different approaches for each of them

Live interviews, including interviewer plus two guest scenarios
– where confrontation can be desired and sought by the journalist

Door-stepping – how not to be caught out when the reporter calls

Interview planning – information gathering, internal and external consultation, scenario planning, practice and dress code.

Identifying key messages and how to use them

Interview management – how to take control when the journalist goes off track or doesn't know what he or she is talking about

Hostile questioning – how to counter the 'John Humphreys effect' and turn the tables

All interviews are recorded on camera or voice recorder so they can be reviewed to provide evaluation and feedback.

Course duration

- Half day (four hours)
- Number of delegates – maximum 4

Venue

Where feasible, the training is carried out at your workplace. If that is not possible, we can book a suitable venue, which will incur an extra cost.

Course costs

Number of people	Cost
1	£300
2	£250 per person
3	£200 per person
4	£150 per person

All costs exclusive of VAT

Course 3 - Media relations coaching

Some people may want a more personal and customised programme of media relations training. Or they may be faced with an urgent need to brush up on their interview technique due to unforeseen media interest.

matm can provide this one-to-one coaching in a way and at a time that suits you, usually at very short notice. For example, you may be due to be interviewed on national radio or television in the morning, and you need advice and coaching the evening before. We can provide this support face to face, or if this is not possible, over the phone.

Coaching costs

Face to face

£60

By phone

£50

All costs exclusive of VAT





matm

To discuss your requirements contact us on:

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