

Media training for senior executives

Dates to be arranged (subject to demand) | BSA, London WC2

The reputation of your society is one of your major business assets. Particularly in a crisis, the way that you handle the media can make the difference between enhancing your society's reputation and losing it. In the good times, communicating with the media is still one of the most effective ways of getting your message across to a large audience.

This one-day programme will give participants a framework to understand how to navigate the media. Delegates will gain practical experience of preparing for and handling broadcast interviews, including those caused by crises. At the end of the day you will communicate with more authority and personal credibility, be able to pitch your message at the right level and achieve a more successful outcome. It's not just about media training but gaining media confidence.

The programme is aimed at non-executive directors and senior leaders in the building society sector. No previous media experience is necessary.

Due to the high costs of hiring external expertise, we're only able to run this course if we receive confirmed registrations from 5 attendees.

£800

VAT EXEMPT
BSA MEMBERS
& ASSOCIATES

Refunds cannot be given for cancellations received one calendar month before the event, unless we're able to re-sell the place.

TIMINGS

10.00 - 16.30

Refreshments and a buffet lunch will be provided.

REGISTER YOUR
INTEREST:

EMAIL
christie.sharp@bsa.org.uk

OVERVIEW

09.30 Registration and coffee

10.00 **Introduction**

- Delegate aims & objectives
- What is news/how can you supply it?
- On and off the record
- Answering difficult questions
- Effective interview preparation
- Message development & soundbites
- Practical broadcast tips
- Do's and don'ts
- Q&A

11.15 Coffee & preparation for 1st interview

11.30 **1st interview: Local Radio/TV & review**

12.30 Lunch

13.15 **The differences between radio & TV**

13.30 Preparation for second interview

13.45 **2nd interview: National TV & review**

14.45 Tea

15.00 **Final interview: a tough one & review**

16.15 **Summary, Q&A & conclusions**

16.30 Close

What to expect:

- Dynamic practical interview sessions that reproduce the real experience.
- Personal coaching on style and approach.
- Immediate, honest, constructive feedback to help you do it better next time.
- Group review & analysis – learn from each other
- Creative focus on what you really want/need to get across.
- Reassurance, that you understand the potential tricks and traps and how to avoid them.

Course presenter:

Tom Maddocks is the founder and course director of Media Training Associates. He moved into media-training a decade ago, after more than 20 years as a journalist and broadcaster. Over his media career he worked in TV, radio and the national media. He spent five years as a reporter on BBC 2's The Money Programme.

Today he works with individuals and groups, often at CEO/Board level. His clients span many leading UK and European companies and include one of the UK's leading business schools.

Tom has also undertaken media training in the building society sector.

*He is the author of a book entitled *The M-Factor: Media confidence for business leaders and managers* which was published in 2013.*