

Sales & Marketing

Media Training for Senior Management

Course Details

Price

£765.00

CPD Points

7.00

Length

Full day (09:00-17:00)

Course Overview

Communications should be at the heart of business strategy and if you're looking to create conversations, you need to anticipate a reaction. However, media attention isn't just the preserve of proactive campaigns; often it can land at your door without invitation or warning in the shape of an issue or crisis. Changes in legislation, rogue employees, faulty products, human error – there are myriad issues which can cause significant damage to an organisation and its reputation.

This training seeks to prepare senior management to consider the issues their organisation may face, and the steps to take to put a plan in place for dealing with them. The culmination of the training will see delegates experience a live interview situation.

The course would suit any member of senior management with an interest in – or responsibility for – communicating on behalf of their organisation. No experience is necessary; the nature of the changing media landscape means that the training would serve both as an introduction to the topic or a refresher or update to existing skills.

Content

Flexible learning that works for you

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1. Introductions and course overview

2. Getting everyone on the same page

- The changing face of media and communications
- Introduction to Paid, Earned, Shared and Owned media ('the PESO model')
- Establishing the national and local earned media landscape

3. Overview of the media

- What do media want?
- Why should organisations engage with media?
- How does a story get into the news cycle?
- Why engage with media?

4. Communicating effectively

- The importance of messaging
- Finding your message
- Tools and techniques to help tell your story – press releases, events, video content, long-form features

5. The vital role of distribution

- Hitting the right audience
- Adapting your messaging for different audiences

6. Crisis communications

- The importance of preparation
- The timeline of a crisis
- The dos and don'ts of crisis management

7. Preparing for media interaction

- Planning
- Authenticity
- Appearance
- Common media tactics

- Retaining control of the interview

8. Different forms of media

- The Channel Island media landscape
- How print, trade and broadcast media differ
- The importance of video content

9. Social media

- The local landscape
- Maintaining your personal brand online
- The dangers of people and social media

10. Interview simulation

- Participants will be given a general scenario to study
- Preparation will be undertaken both individually and together with the trainer
- Attendees will then take part in a mock interview in a closed environment
- The interview will be filmed and played back for discussion
- Delegates will leave with feedback and suggestions

11. Summary and review

Benefits

Through attending this course delegates will develop a deeper understanding of the media, learn the support tools needed to deal confidently with the media and be able to put these tools into practice.

Prerequisites

Delegates should be a part of their organisation's senior management team and play an active role in promoting and protecting their organisation.

Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via admin@gta.gg or call us on 01481 224570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.

Course Tutor

Chris Chilton

Chris Chilton, Joint Managing Director, Orchard PR Chris is a Chartered PR Practitioner with more than 15 years' experience in the communications sector. At Orchard he manages a diverse portfolio of clients in finance, property, engineering and technology and also has previous UK experience in the creative media and technology sector. Chris is an experienced trainer and regularly facilitates corporate communications workshops and strategy planning sessions.