

Success on Air

www.insideedgetraining.co.uk

Our core training programme for spokespeople and senior managers.

We develop the strategies for you to be effective on TV and radio - and test your skills out in two realistic interview simulations.

Core elements

Achieving impact in every interview

How to really connect with the audience
The five key Inside Edge principles: why they matter, the evidence that proves it and how to use them

Getting your message across

The importance of focus and a top line
Staying on message whilst avoiding cliched avoidance tactics

Voice training and camera techniques

How to look and sound your best
The broadcast conventions you need to know

Handling tough questions

Strategies to remain in control no matter how tough it gets
Dealing with hostile guests

Preparing to go on air

The On Air checklist
Relaxation and focussing techniques



Chris Jameson and Tony Prideaux

**“You need to take control,
be persuasive and appear
natural on air.
We’ll show you how...”**



Interview simulations are central to every Inside Edge course

We bring industry standard equipment to you or source state of the art studios. All our training includes a minimum of two simulations so you can build on the first encounter and experience different interview styles.

The options include:

Studio interview | Remote/Down-the-line | Studio Discussion | Soundbite recording

Additional elements

The truth about journalists | Managing bad news | Journalists’ tricks of the trade