

Advanced Media Training

www.insideedgetraining.co.uk

An intense and practical course for those senior figures and spokespeople who could face a highly rigorous media test

We prepare you for the toughest questions and tailor each part of the day to address the challenges that could confront your organisation. A wide range of simulation options include television press conferences and radio phone-ins

It's a wholly realistic session with quality support and coaching throughout

Core Elements

Sharpening your message

The importance of a topline
Key interview techniques and the on air principles that underpin them

Keeping in control

Strategies for gaining the upper hand in demanding interviews
Turning reactive situations to your advantage

Dealing with bad news

What to do and say when a negative story breaks
Handling tough questions and demanding reporters
Responding to hostile guests

Newslines

Anticipating news angles and how to deal with them
Creating positive newslines

Advanced TV and Radio techniques

Remaining composed and authentic under pressure
Handling a group of journalists



Chris Jameson and Tony Prideaux

“We may be tough in the simulations, but we’ll give you the tools and the confidence to shine in front of the cameras”

Interview simulations are central to every Inside Edge course

We bring industry standard equipment to you or source state of the art studios. Training includes a minimum of two simulations to test you in a wide variety of situations and to offer different interview styles. The options include:

News Conference | Interview with hostile guest | Radio phone-in | Soundbite recording

Additional elements

The Truth About Journalists | Journalists’ Tricks | Becoming a reliable source | Voice training

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PERSONAL CONSULTATION ▶ TAILORED COACHING ▶ UNIQUE AFTERCARE

quality bespoke training