

Media Training for Experts

www.insideedgetraining.co.uk

We understand the challenges experts face in communicating often complex subjects.

We build confidence, develop the strategies to be successful and give you the opportunity to test your skills out in two realistic interview simulations.

Core Elements

Making your research newsworthy

The importance of news values
How to give research impact

How to connect with the audience on air

The five key Inside Edge principles - why they matter, the evidence that proves it, and how to use them

The challenge

Making sense without dumbing down
Techniques to make your subject accessible

Voice training and camera techniques

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

Preparing to go live

The On Air checklist
Relaxation and focussing techniques



Chris Jameson and Tony Prideaux

“Connecting with a mass audience is not about dumbing down. It is about using our proven strategies to make sense of things in a way that works on air and in print”



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. Options include:

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

Additional elements

The truth about journalists | Become a reliable source | Develop your online research presence