

ROSTRUM



WHAT IS MEDIA TRAINING?

Rostrum holds training sessions for those new to talking to the media, all the way through to seasoned, experienced spokespeople.

The session, bespoke to each client and organisation, provides an overview of the media landscape – encompassing national, trade and online publications and broadcast opportunities. It is designed to give spokespeople confidence and the tools they need to deliver their messages to the press. The session includes a practical, filmed interview with the trainer which is reviewed and evaluated.

The sessions can also be tailored for specific media interaction. Rostrum has held sessions to prepare clients for shows including Ian King Live on Sky News and Money Box on BBC Radio 4.

ATKearney

Buck



Kensington
Lending for Real Life



Livingstone



sodexo
QUALITY OF LIFE SERVICES

WHO SHOULD ATTEND?

This training session is designed for any individual who has spokesperson responsibility for their organisation, from press officers, to chief executives.

TYPICAL DAY

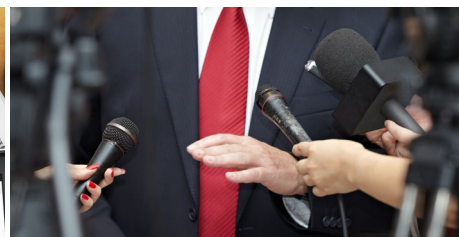
(6 hours)

10:00:	Introduction and agenda
10:20 – 12:30:	Working with the media Aligning your message with the news agenda Communicating effectively
12:30 – 13:45:	Lunch
13:45 – 15:30:	Mock interviews Interviews are filmed and reviewed by trainer and spokesperson
15:30 – 16:00:	Review of day and next steps

OUTCOMES



An awareness of the news agenda and what makes a story



Confidence in dealing with journalists



An understanding of how to portray your message to the press



Using language tools to align your messaging with the news agenda



How to navigate tough questions



Rostrum also offers a half-day session (3.5 hours), with less time devoted to mock interviews and review.



ABOUT GRANT

Grant Bather is a trained media instructor.

He is a former journalist and quoted spokesperson.

Grant has appeared live on BBC Radio 5Live and Sky News. He has also been quoted in all of the UK national newspapers on topics ranging from pet insurance to pensions, travel insurance to credit cards.

GET IN TOUCH

To book your place, call Grant on 07769 156 653 or email training@rostrum.agency.