

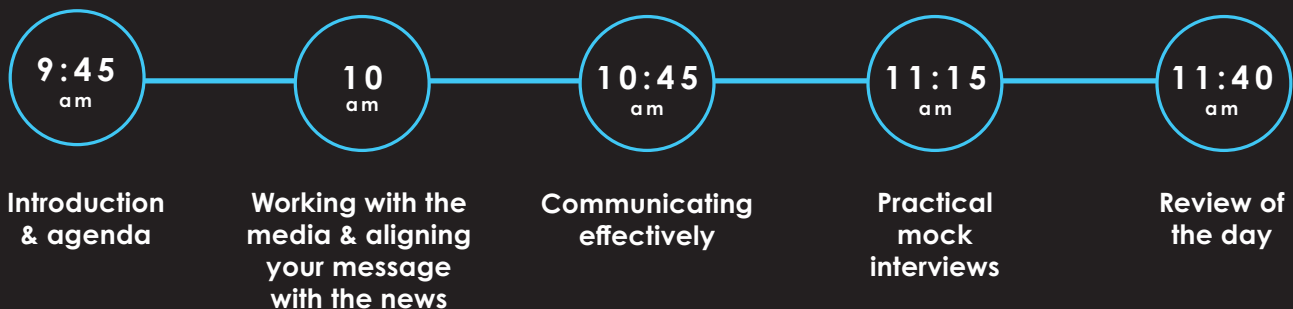
ONLINE MEDIA TRAINING

The most realistic media and PR training available anywhere

Rostrum hosts remote (Zoom/Teams) training sessions for those new to talking to the media all the way through to seasoned, experienced spokespeople. The session, bespoke to each individual and organisation, provides an overview of the media landscape – encompassing national, trade and online publications as well as broadcast opportunities, including podcasts. Our course will give spokespeople the confidence and the tools they need to deliver their messages to the press in a clear and compelling way, and includes a practical, filmed interview with the trainer which is reviewed and evaluated.

As part of the session we also take a look at online interviews and how best to prepare for online journalist engagement. All of our training courses include practical advice on best practice whilst encouraging lively debate and questions. Post training feedback includes detailed analysis of the session and suggested next steps for the attendees. Sessions are limited to two spokespeople to allow for detailed conversation and debate.

Typical Session



Course Outcomes



An understanding of the news agenda and what makes a story



Confidence in your message



Using language tools to align your messaging with the news agenda



How to navigate tough questions



Rostrum provides the most realistic media and PR training available – with its coach, Grant Bather having unique experience as a journalist, a PR professional, and crucially a spokesperson. He also has extensive experience in dealing with crisis scenarios. His past employers and clients include small and medium businesses, as well as blue chip and Fortune 500 companies, including Kearney, Livingstone, Legal & General, Polar Capital, Signia Wealth, Virgin Money, Nest and Aviva Investors. He has been quoted in all of the UK national newspapers and has appeared live on BBC Radio 5Live and Sky News.

Rostrum is an award-winning PR and content marketing agency, specialising in working with financial services companies, professional services firms and technology businesses around the world.

BOOK NOW

Call Grant on 07902877683 or email g.bather@rostrum.agency

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