

MEDIA TRAINING

The most realistic media and PR training in London

Rostrum hosts comprehensive face-to-face training sessions for those new to talking to the media all the way through to seasoned, experienced spokespeople, to ensure that you and your spokespeople are match fit.

The session, bespoke to each client and spokesperson, provides an overview of the media landscape – encompassing national, trade and online publications as well as broadcast opportunities, including podcasts. It is designed to give spokespeople the confidence and the tools they need to deliver their messages to the press. Sessions are limited to four spokespeople to allow for conversation and debate. The training includes a practical, filmed interview with the trainer which is reviewed and evaluated. Post training feedback includes detailed analysis of the session and suggested next steps for each attendee.

Typical Day



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 in London – 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 AT 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 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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