



### MEDIA INTERVIEW SKILLS

Like everything we do, all our training courses are tailor-made.

#### We usually cover:

- Assessing interview bids for print, radio and TV
- Preparing for interviews
- Honing messages
- Practicing interviews – print, radio and tv
- Body language, dress and appearance

We match interview style to suit each client. For example, we may use live, pre-recorded, down the line, studio discussion, doorstep, phone-in, news and feature interviews.

We run top-up classes for experienced media interviewees.

#### A typical day:

- 0930** Introductions and objectives
- 0940** Practical exercise – preparing for a media interview
- 1000** Discussion and theory
- 1020** Practical exercise – TV interview practice
- 1100** Coffee break
- 1115** Discussion and theory
- 1130** Practical exercise – preparing the message
- 1200** Practical exercise – staying on message (TV/radio/print)
- 1300** Lunch
- 1400** Feedback from morning session
- 1415** Practical exercise – delivering soundbites (TV/radio)
- 1500** Tea break
- 1515** Practical exercise – fielding difficult questions (TV/radio)
- 1615** Review of the day
- 1630** Close



**WHERE DO WE TRAIN?**

At the client's premises or at a purpose-equipped training venue, TV or radio studio. We can also bring camera and recording equipment to your premises for media interview and presentation skills training.

**HOW LONG IS TRAINING?**

Anything from half a day to a week.

9.30am to 4.30pm is our typical training day with an hour for lunch, plus short refreshment breaks mid morning and afternoon.

**HOW MANY PEOPLE CAN WE TRAIN?**

Between 1 and 15. Smaller groups are best for 1:1 practice and attention. 6-8 is the maximum for a day of intensive media interview and presentation skills training with a single trainer.

**WILL IT BE TAILORED?**

We always create a training package that's suited to your skill levels and needs. We provide summary course notes and handout materials as part of the package.

**OUR TRAINERS**

Our trainers all have national media and broadcast experience at senior level.

**OUR TRAINING STYLE**

We like training to be challenging, fun and hands on, with plenty of practical experience and discussion because that's how we think you learn best.

**HOW MUCH DOES IT COST?**

We charge for our time and expertise, including preparation. Prices start at £500 per trainer per day and rise to around £3500 for a full day's media training with a team of trainers in a tv studio.

**CONTACT**

We're happy to offer advice on the right training package and a full quote. Call Paul Wastell on 020 8881 3598 or email us at [info@pwc-pr.co.uk](mailto:info@pwc-pr.co.uk)