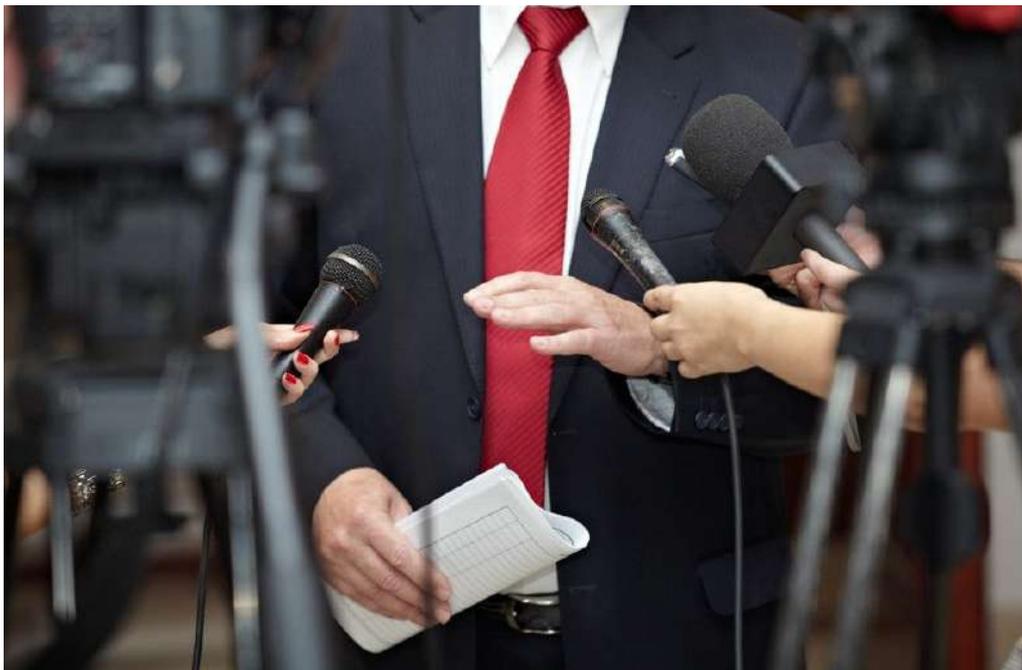


CURZONPR

GLOBAL STRATEGY & COMMUNICATIONS

CURZON PR



BUYER'S GUIDE

MEDIA ENGAGEMENT
TRAINING

MEDIA ENGAGEMENT TRAINING



WHAT IS MEDIA ENGAGEMENT TRAINING?

When you take on a Media Relations campaign it is important to remember that you will have to engage with the press, in one to one interviews or debates/discussion panels in order for them to get information they require to write about your brand and in turn feature your brand in their publication, whether in print or a video.

Our Media Engagement Training, whether you're a seasoned CEO or the head of in-house marketing for your brand, is to ensure your next press interview is a success for your brand.

Curzon PR has more than a decade of experience working with leading media and political organisations, nationally and internationally - our expert media relations team, which compromise former-journalists from top-tier publications, will ensure that your: Messaging will be clear, You convey authenticity and authority and your media appearances are targeted and focused.



HOW DOES MEDIA ENGAGEMENT TRAINING BENEFIT YOUR BRAND?

Media engagement training will:

- Make you feel more prepared for impending media interviews
- Empower you to feel confident and in control
- Teach you how journalists think and behave
- Help you understand what material journalists require

We will help you gain the confidence and remind you that in an interview or appearance on a panel discussion:

- If you don't want to answer, say so
- You only have control over what you say, not what the journalist says
- Always write down what you want to say before the interview
- Identify three key messages, and keep returning to them
- Make sure you believe in what you say
- Make sure you understand the question 100% before answering
- Use your expertise and superior knowledge to your advantage
- You shouldn't assume that all interviews are hostile
- Remember that journalists are human beings
- Make sure you've researched what the journalist has written before

THE PROCESS

Strategy:

We will create a bespoke Media Engagement Training course tailored to suit the needs of the brand, no matter how senior the trainee, the size of the group, the industry sector or how technical the subject matter. We can tailor a course to meet your needs.

Our strategy will research into your brand and its competitors looking to:

- Adapting content to suit experience and skill set of trainees
- Tailoring interview subjects and questions for your news
- Adapting interview training to suit your specific media
- Rehearsing your toughest questioning through role playing
- Enacting realistic TV, radio, print and trade press interviews
- Hosting training in a TV or radio studio if relevant
- Training you where convenient; internally or externally

Training sessions:

Each training session will be approximately 2 hours. In the first hour we will brief you on the setting of the interview/panel discussion and then in the second hour we will role play the interview/panel discussion during which we will aim to get you to:

- Understand the journalist by getting inside their mind-set
- Control the interview by learning journalist 'tricks and traps'
- Avoid having words 'put into your mouth'
- Communicate vital information via credible messages
- Deliver memorable and irresistible quotes
- Engage with stories, anecdotes and proof points
- Appear confident through body language techniques

THE PROCESS

Month 1: Strategy

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- Hosting training in a TV or radio studio if relevant
- Training you where convenient; internally or externally

Months 2-6: Training sessions

Each training session will be approximately 2 hours. In the first hour we will brief you on the setting of the interview/panel discussion and then in the second hour we will role play the interview/panel discussion during which we will aim to get you to:

- Understand the journalist by getting inside their mind-set
- Control the interview by learning journalist 'tricks and traps'
- Avoid having words 'put into your mouth'
- Communicate vital information via credible messages
- Deliver memorable and irresistible quotes
- Engage with stories, anecdotes and proof points
- Appear confident through body language techniques



HOW DO WE MEASURE SUCCESS?

We will determine the success of our Media Engagement Training project by the level of confidence that you have when in a live or recorded one on one interview, on a panel discussion or presenting to the media.

The success of your Media Engagement Training will also be determined by the success of your Media Relations campaign with us as if your confidence and ability to address press can be a strong influence when a journalist decides if they want to feature your brand or not.

DELIVERABLES

The aim of our Media Engagement Training is to eliminate jargon, sharpen up your body language, conquer nerves and focus on key messages.

The key focus of our Media Engagement Training will be to help you:

- Give great TV, Radio & Press interviews
- Handle tough questions
- Get rid of the jargon
- Look & feel confident
- Get your message across
- Present with impact to the public & colleagues

The KPIs for the project will be for us to help you gain the confidence to make sure you give the best interviews and presentations possible by aiming to make you:

- Gain awareness of how the media works
- Understand the challenges of collaborating with the media
- Learn about strategies for tailoring messages for specific media outputs and audiences
- Learn how to prepare for media interviews
- Develop the confidence and skills required to deliver research ideas and contribute to debates through the media

FURTHER READING

You can read more about Media Relations Training in our PR Insider Blogs

Influence v Popularity For PR Success

<http://www.curzonpr.com/theprinsider/influence-v-popularity/>

What Are The Benefits Of Media Relations?

<http://www.curzonpr.com/theprinsider/what-are-the-benefits-of-media-relations/>

WHAT IS THE COST?

All our projects are bespoke and priced accordingly. You can get further information on prices by contacting our Joga Sangha from our business development team, joga@curzonpr.com or on (+44) 0203 637 4830.