

# *Benefits of carrying out media training for the company*

## **Give a voice to your brand for free**

Every company needs a voice and it's important your company is part of the conversation now so that when you need to be heard you already have an engaged audience that expects to hear from you.

## **React quickly to industry changes**

Stay ahead of your competitors and ensure it's your company journalists think of when they need a comment by reacting quickly to industry change and volunteering a statement. By putting yourself and your company out there you can engage with your customers and ensure they recognise you as leaders in the sector.

## **Industry expert**

Every company wants to be the authority in their sector and it's the ones that get involved in the media conversation that usually are - or at least they are the ones that the audience perceive as being the industry leaders.

## **Reach new customers**

How much does your company spend on advertising? Where do your potential customers converge? Perhaps they all read the money section of The Mail or maybe they stick with your trade press. Wherever they are you can connect with them via editorials, commenting on other peoples news or industry change. What's your hook going to be?

## **Engage with existing customers**

Your customers want to hear from you. They almost certainly want you to succeed as this means that they have made the right decision in plumping for you as a business partner. So get out there and spread the good news and give your customers the chance to say "See - we backed a winner there."

## **Increasing your company's brand awareness**

Brand reputation is massively important and is ignored at your peril. You need to plan for the worst-case scenario with a thorough crisis strategy and crisis management training in the hope that these skills are never required. An alternative business strategy would be to keep your fingers crossed.

# *Benefits of carrying out media training for the spokesperson*

## **Prepared**

The obvious benefit of media training is that it ensures spokespeople are properly prepared for interviews with journalists. It shows them how to handle the different interview formats, manage difficult questions, ensure they can get their message across clearly, avoid pitfalls and communicate with confidence and clarity. And because we only use current working journalist tutors, our courses give a realistic account of what it is like to deal with the media.

But there are also some less obvious, yet also important, benefits...

## **Raise your profile**

Taking part in media interviews is the best way to raise your profile in a company or sector. Joining in the conversation with engaging, entertaining and intelligent interviews, delivered with clarity and confidence, will ensure you are viewed as an expert in your field.

## **Become the 'go to' expert**

Media training can help spokespeople to develop constructive relationships with key journalists. Charles Abel, one of our current working journalist tutors, says: "I easily have more than 1,000 contacts in my contact book, but when I need a spokesperson to comment in a hurry there's only a handful that I'll call as I want someone that can instantly deliver an engaging, entertaining and intelligent quote with clarity and confidence."

## **Transferable skills**

We hear it time and time again, so have no doubt that you will find yourself using your media training skills in all sorts of different situations, such as in boardrooms, during client meetings and even when dealing with tricky situations with colleagues or stakeholders.

# ***Benefits of carrying out media training for the media team***

## **Coordinated approach**

By reinforcing the importance of the press team's roles and the challenges you face, our training team will help your spokespeople to better understand how the media bubble operates and how they can help you to get the best out of your organisation's stories.

## **Proactive spokespeople**

Seriously. Some of your spokespeople may actually begin to enjoy the challenges of being interviewed and getting involved.

## **Great spokespeople**

You work hard to gain media interest in your story, so when you get a journalist's interest you need someone who can tell that story with confidence, clarity and control to take the opportunity a media interview presents.

## **Confidence in you**

If your spokespeople feel that they have been given the chance to practice their interview skills in a non-threatening environment with real journalists ahead of going 'live' they will be much more willing to volunteer as a spokesperson for future stories.

## **Rules of engagement**

It's important that spokespeople understand that when they are asked to do a 6am breakfast interview that the time slot is not up for negotiation. As journalists, producers and editors come to recognise you as able to consistently deliver you will undoubtedly be asked to comment more regularly, which as we all know, can only be a good thing.

## **Easier briefings**

If your spokespeople are familiar with terminology such as 'bridging' and 'positive rebuttal' and the techniques associated with controlling a media interview, it will make your briefings much easier, quicker and more pleasurable.