

# Media Training



We have all seen how one poorly worded comment in a media interview can cause serious damage to a business' reputation, undoing all their marketing efforts and hard work.

Media training is not only essential to protecting your brand in an interview, good media training also:

- makes sure your business comes across in the best possible light
- ensures you have newsworthy information that is delivered in a way that media can use
- helps you stay calm under pressure
- provides guidance on how to handle difficult issues and deliver messages well
- means that you will be a good 'media talent' that journalists will want to approach for repeat interviews.

Good Business Consulting makes media training highly interactive and mixes theory with practice that is tailored to your business and the kinds of interviews that you are likely to encounter. Training is based on proven methodology and techniques, with the session being split into theory and practice.

We thoroughly research the issues affecting your organisation so participants become well-versed in their key messages and in handling left-field questions.

Media training is tailored to you so that everyone from the CEO to a volunteer can articulate your organisation's position and control an interview agenda. Media training sessions with Good Business Consulting provide you with:

- insights into media interaction and what journalists are looking for in an interview
- guidance on message delivery
- practical advice on how to turn a media initiative into a branding success
- advice from experienced journalists from a range of backgrounds

#### Details

- We come to you - we conduct training at your premises
- Each session can train 1-4 people
- Depending on your needs, media training can include camera hire or professional recording to practice television interviews
- Can include practice session with a journalist from an industry relevant to your organisation
- Media training is tailored your organisation, and as such we will not charge you a one-size-fits-all price. Please get in touch to receive a tailored quote based on your needs.



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