



Media Training



WHO IS THE COURSE FOR?

This training is for anyone who is likely to be taking part in a media interview, and who lacks the experience and expertise to approach it with confidence. It's for those who have previous experience of media situations but who have become rusty and want to sharpen up their skills. It's for anyone who fears the media spotlight and who wants to maintain control when they are in it!

TRAINING AIMS

The session is designed to give you confidence and control in even the most challenging of media interviews. We achieve this by working on your technical skills, your understanding of the media, and your attitude as you approach an interview situation. You will leave the training room with a framework for preparation, a set of practical tools and a more positive mindset.

CONTENT

Course content is tailored to the needs/objectives/experience of those attending. It will include some or all of the following:

- Your personal style/brand (as a communicator) and as an ambassador for your organisation. Being authentic
- Your approach to a media situation (win/win)
- How to prepare (for the publication/channel and for the journalist/interviewer)
- Audience segmentation (the interviewer, the readers/viewers/listeners, your organisation)
- Key message planning (including the 'human' factor)
- The art of the sound bite/being concise
- Being memorable - bringing content to life
- Language and tone - not just what you say but how you say it (eg apologetic, hesitant, defensive, arrogant)
- The potential in your voice - looking in detail at intonation, volume, pace
- 'Bridging' techniques (from their question to your message)
- Maintaining control in the face of difficult/hostile questions
- Combating nerves to be able to perform well under pressure
- The physical environment (TV and radio, webinar)
- Body language, clothing
- Do's and don'ts with the media (eg repeating a negative, "off the record")
- How to critique your own performance for ongoing self development.

ROLE PLAY

We role-play and film/record realistic scenarios such as live/pre-recorded studio or location interviews; down the line; radio (live and pre-recorded); door stepping; print/online. This enables us to explore camera techniques, vocal skills, body language, dress, tone, subtle language issues. We celebrate strengths and identify areas of weakness so that we can find techniques to address them.

ON-GOING SUPPORT

Jayne provides a unique six-month programme of post-training support to all attendees, to encourage their on-going engagement and commitment. This involves email communication to check on progress; support for subsequent



media opportunities; sharing examples (articles, clips) of good/bad practice. Attendees are thus able to consolidate and develop what was learned in the training room.

FORMAT AND PRACTICALITIES

A half-day (4 hour) session for up to three people or three hours one-to-one. The training takes the form of a hands-on, interactive session based on Jayne Constantinis's day-to-day work as a presenter/interviewer/voice over artist/writer. The style of training is highly supportive and collaborative. You will make tangible progress during the training.

Sessions can be run at your office or at the premises of Jayne Constantinis in SW11. Jayne provides recording/filming equipment.

Pre-course assignment: in advance of the session, you will be asked to prepare content on a topic of your choice, in readiness for role play. You will also be asked to supply details of previous media experience; future opportunities; perceived strengths and weaknesses and your desired learning outcomes plus some pre-training briefing material on challenging content areas (for mock media interviews). This is then used to tailor the training to your individual needs.

TRAINER

The trainer is Jayne Constantinis (www.jayneconstantinis.com) - a highly experienced interviewer/presenter/voice over/writer who has been delivering training courses to individuals for more than 20 years. Jayne's range of experience includes: live announcing on BBC Television; business reporting on BBC World; fronting corporate programmes for blue-chip companies; facilitating large, complex live events. She started her working life in corporate communications for Valin Pollen and Wolff Olins. She learned journalism at the LCP, has an acting diploma from the Royal Academy of Music and a Modern Languages degree from Cambridge.

"You have worked wonders! Next time I am signed up for an interview, I will find a budget somewhere that means I can get your invaluable assistance - it really is much appreciated!"

Partner, law firm

"Thanks again for your expertise. Your course is the only one I've been on which continues to make a difference to how I do things. I am very grateful for this".

Director, PR agency

"All your great coaching really paid off! Thank you again."

CEO, publishing

"Had a brilliant training session on how to be and how to brief a spokesperson yesterday with @jconstantinis Lots of great tips :-)" - via Twitter

Communications Manager, public sector