

FACING THE MEDIA WITH CONFIDENCE

Saturday 26th September, Zoom

To register interest, contact syp@britishpugwash.org

DRAFT PROGRAMME

1030 **Log in and introduction to the training.**

1040 **Where are we starting from?**

A chance for delegates to discuss their thoughts about media interviews and any previous experiences– positive or negative. We will also agree objectives for the day.

1100 **Making the interview work for you, your audience and the media**

We look at media interviews from the point of view of journalists, the organisation and the audience. We then take delegates through the process of forming their story and their messages into something meaningful and memorable that will both achieve their objectives and engage their target audience.

This session consists of a shared PowerPoint presentation.

1130 **Break**

1145 **Presenting yourself in an online interview**

How to get the lighting, sound, background and outfit right when being interviewed via Zoom/Skype etc. The trainers will do a practical demonstration.

1200 **On the air – practical session to test the theory**

Delegates will be divided into two groups, and using breakout rooms, undertake a live TV or radio interview based on a realistic scenario, with trainers role-playing journalists. Interviews can be recorded. Delegates are given a 15-minute slot for their interview, which will be followed by constructive feedback and suggested areas to focus on for the next round of interviews. Alongside



success in conveying messages, this also covers areas such as vocal pace, tone and personal presentation.

1315 On the air – more challenging interviews

Groups will swap between TV and radio and experience a more challenging interview.

1415 Questions and next steps

A chance to pull together thoughts about what has come out of today's training and look at what delegates can do next to maintain their skills.

1430 Close

Toolkit - Delegates will receive a toolkit following the training, as well as a link to their interviews.

Description of the training:

Join Sandra and Phil for a day of media interview training where you'll learn how to put across your messages effectively on TV and radio, as well as how to handle difficult questions, use your voice to its full potential, get the lighting and background right and create memorable and influential material.

During the day, you'll have the chance to carry out both radio and TV interviews and get expert feedback from a team with twenty years-experience of training everyone from diplomats and government ministers to charity workers and nurses.

No experience required – and don't worry if you're nervous about doing interviews as nearly everyone is! The most apprehensive delegate on our last course for Media Trust said at the end 'I was blown away by how much I enjoyed the training' and we promise that by the end of the day you'll feel both more confident and more prepared.