

## 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 that your company is part of the conversation so that when you need to be heard you already have an engaged audience that expect to hear from you via your chosen media.

**React quickly to industry change.** Stay ahead of your competitors and ensure that you are the company that 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 you customers and ensure that they recognise you as 'leading the way in the field'.

**Enhance your company's profile as an 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 only 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 the skills are never required. An alternative business strategy would be to keep your fingers crossed!

## Benefits of carrying out Media Training *for the Spokesperson*

**Increase your brand awareness and marketability.** There is no better way to increase your profile within a company or a sector than by being a media spokesperson for your current employer.

**Become known as the industry expert.** Charles Abel, a Media First journalist trainer says; "I easily have over 1000 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"

**Interview skills training offers a number of transferable skills.** We hear it time and time again, so have no doubt that you will find yourself using them in all sorts of different situations such as boardroom meetings, client meetings and even dealing with tricky situations with colleagues or stakeholders.

## Benefits of carrying out Media Training *for the Press Team*

### **Ensure a coordinated approach between your communications team the rest of your media engagement.**

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 company's stories.

### **Make sure your spokespeople are proactive in delivering you new story ideas.**

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

### **You work hard to 'sell in' a story to the media. When a journalist gets behind you and your story you want to ensure that you put up the best spokesperson possible.**

After all – you've put your faith in the story so you want to ensure that this is carried through to the end.

### **Spokesperson confidence = 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 spokespeople for future stories.

### **The 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.

### **It will make your spokesperson briefings easier.**

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