



WEBER SHANDWICK MEDIA TRAINING

Effectively engaging the media has never been more important. Brands, organisations and business leaders are under extraordinary pressure to rapidly and transparently communicate what they are doing and why. Every time you talk to a journalist, you have an opportunity to protect and enhance your reputation. The right training and preparation can help you make the most of that opportunity.

Weber Shandwick media training sessions are tailor-made for you, from one-to-one interview coaching and mentoring for senior spokespeople, to group workshops.

All our sessions are run by former journalists with years of experience in the media, who will give your spokespeople the skills and confidence to handle any media encounter, from product launches to crisis situations.

We'll ask the difficult questions, and help you craft the right answers for challenging scenarios. We use audio and video playback to analyse and improve performance in a friendly environment.

Our workshops are designed to be inclusive, collaborative and practical, enabling people at all levels within your organisation to participate, contribute and learn.

BIOGRAPHIES



BEN BURTON is a former BBC and ITV journalist and political correspondent. As Managing Director, Corporate, Ben has extensive experience in senior media counsel, strategic media planning, and crisis management. He specialises in training and preparing spokespeople at all levels, from sales teams to CEOs, for a wide range of communications challenges and media opportunities.



PATRICK HARRISON has more than 25 years' experience in journalism, media relations, crisis communications and reputation management. Patrick is our Director, Reputation Management and Strategic Media Relations, and has media trained and advised spokespeople for global brands, senior civil servants, government ministers, and members of the Royal Family.



ROB SKELDING is a health media specialist and seasoned former international journalist. As Director for Corporate Reputation and Media, Rob specialises in corporate communications, branding, reputation building, crisis management, media engagement, executive profiling and media training for global pharma and media tech brands.



DAVID WOODWARD spent 11 years in business and technology journalism. David is our Client Strategy Director, specialising in messaging, brand strategy, storytelling and media training for a range of major brands. His media training helps business leaders and spokespeople engage journalists more effectively, with a focus on response construction, control, composure and content.

WHAT YOU WILL LEARN

Every media training session is built around your specific requirements, but core elements include:

- ▶ How to think like a journalist: understanding how the media works, the media agenda, and what makes a "good news story".
- ▶ How to control interviews and media encounters, including handling hostile questions, avoiding common traps, and effectively communicating your messages.
- ▶ How to prepare for a media opportunity, including broadcast techniques.
- ▶ How to ensure your interview looks like a relaxed and friendly conversation with an authoritative expert, while remaining "on message".

QUESTIONS?

Ben Burton

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