



# 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 senior directors 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.

## BIOGRAPHIES



**PATRICK HARRISON** has more than 30 years' experience in journalism, media relations, crisis communications and reputation management. He leads our corporate media training team in London, regularly training CEOs and board-level directors as well as a wide range of other spokespeople such as global brands advocates, senior civil servants, government ministers, high-net-worth individuals and royalty.



**STEPHEN FINCH** has a PR and communications career spanning 19 years. During this time he has led corporate communications programmes and driven media relations activity for a wide range of clients, across multiple sectors. He applies this broad, hands-on experience to media training; coaching participants at all levels in proactive and reactive media engagement.



**ROD CLAYTON** is Weber Shandwick's lead on crisis and issues management, working to protect clients' reputations all over the world. Rod is particularly adept at training CEOs and other major figures to handle tough questions not only from the media, but also in legislative committees, investor meetings, employee gatherings and other challenging situations



**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".

## CONTACT



**Patrick Harrison**  
Director, Client Experience

T: +44 20 7067 0639  
M: +44 7818 655 207  
pharrison@webershandwick.com



- [webershandwickemea.com](http://webershandwickemea.com)
- [webershandwick.co.uk](http://webershandwick.co.uk)
- [twitter.com/WS\\_EMEA](https://twitter.com/WS_EMEA)
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