

**WHAT IS
MEDIA SPEAK?**

MEDIA SPEAK is a leading communications specialist. We help to persuade, transform and motivate.

OUR PEOPLE will help define, refine and deliver your story.

**WHAT WE DELIVER:
media training, speaker coaching, powerful presentations, video production and strategic advice and implementation.**

WE PRIDE OURSELVES ON supportive and constructive training techniques, expert trainers and consultants and excellence in execution.

RECENT CLIENTS INCLUDE

Accenture

AstraZeneca

Audit Commission

General Electric

KPMG

McDonald's

Microsoft

Pfizer

OUR CLIENTS ARE OUR BIGGEST FANS. We are trusted by senior management from some of the world's most successful companies as well as smaller organisations wishing to build their profile.

We have several training locations in central London and outside the capital. Our people also travel to other European cities and to the client's own offices.

OUR TRAINERS

JULIE WALTERS

Julie, Media Speak's managing director, has helped hundreds of business leaders to deliver clear and effective messages. Before establishing the company in September 2000, Julie's career as a television reporter and news editor with TV-am, GMTV and Reuters led her to cover national and international stories, from consumer battles with Britain's high-street banks to the 1991 Gulf War, where she was one of the first journalists to enter Kuwait after liberation. Her career began at The West Australian newspaper in Perth, before she moved to Britain in 1988 to fulfil a dream to work on Fleet Street.

PETER COË

Peter, our lead trainer, is one of Britain's leading speaker coaches. Since 1993, he has trained over a thousand business leaders in media and presentation skills. Until recently, Peter also presented the news for BBC News 24 and BBC World. His career began 25 years ago at BBC Radio Bristol, before he won a journalism scholarship to Washington DC with the US news agency, UPI. In 1983, he returned to Britain where he jointly-devised and presented Money Matters, Britain's first daily TV slot for market and business news for breakfast TV station TV-am. In 1993, he moved to the BBC, where he reported on Business Breakfast before becoming a business and general news presenter.

RICHARD MIRON

Richard Miron is a radio and television journalist of nearly 15 years standing. He has worked as a correspondent for the BBC's national and international news networks – World Service TV, News 24, BBC 1, World Service Radio and Radio 4 – as well as on documentaries and on leading current affairs programmes, including: Today, The World at One, PM, and The World This Weekend. For a number of years, Richard was based in the Middle East, and has worked in Israel, the West Bank, Gaza, Iraq, Afghanistan, and the Balkans. In 1997 Richard received an Achievement in Radio Award in the United States, for his coverage of a suicide bombing in Jerusalem. Richard has also broadcast on other networks including American Public Radio, South African Broadcasting, and RTE Irish Radio.

FRANK PARTRIDGE

Frank has become a travel writer and media trainer after 25 years as a news and current affairs journalist. He joined BBC Radio One's Newsbeat programme in 1978, becoming chief presenter for much of the 1980s. He developed a parallel broadcasting career in sport, reporting and presenting for BBC Radios 2 and 4, World Service and TV's Grandstand. In the early 1990s, Frank co-presented Radio 4's PM with Valerie Singleton, winning a Sony Award for their coverage of Margaret Thatcher's resignation. Frank's final BBC assignment was President Clinton's inauguration in early 1993, before he switched channels to join the emerging Sky News as one of their prime-time anchors. Over the next eight years, Frank won two Royal Television Society awards for coverage of breaking stories, and presented the channel's daily phone-in and World News programmes.

TONY CAMPION

Tony is a media consultant and freelance TV news presenter with an eclectic career history. A former CNN anchor, he holds a doctorate in particle physics, has twice travelled the length of Africa as a commercial expedition leader and speaks fluent French. His journalist specialisation in business and the financial markets has given him great insight into how companies work and an uncanny ability to analyse data at a glance. In the last ten years, Tony has also reported and presented for Reuters, Bloomberg, Sky News and BBC News 24.

JANET BARRIE

Janet is now a media trainer and freelance TV reporter after 15 years with BBC News as a correspondent and presenter, reporting from 35 countries for the BBC's flagship TV and radio programmes. From the mid-1990s onwards she was posted to Bonn, Berlin and to Brussels where, as BBC Europe Correspondent, she grilled Europe's most senior politicians. As a business correspondent she also put leaders from the corporate world through their paces and regularly presented Business Breakfast on BBC 1. Janet has also presented many programmes on BBC World Service radio and News 24 as well as appearing regularly on BBC World.

Media Speak also works with other journalists and communicators with expertise relevant to the client.

INTRODUCTION TO MEDIA SKILLS

IDENTIFYING KEY MESSAGES & NEWSPAPER INTERVIEW PRACTICE

The session will focus on identifying and refining your key messages for delivery to the news media, discussion of the media's own requirements, and simulated interviews with a newspaper journalist that will be recorded and played back for immediate review. By the end, participants should be able to deliver clear, concise and effective media-friendly messages – and feel ready to do it for real.

WHO FOR

Best suited for senior managers or key spokespeople who are required to talk to journalists for the first time.

WHAT'S COVERED

- Key messages – defined, refined and delivered
- What journalists want
- How to prepare
- Addressing the questions
- Managing hostility
- Illustrating your story
- Your rights

BENEFITS

Participants will gain:

- Clarity on key messages and practice in delivering them
- An understanding of what makes a compelling story
- Practice and confidence in handling interviews with print journalists

COURSES

Individual training.
2 hours. (course no 1.1)

Up to 6 participants
4 hours. (course no 1.2)

INTERMEDIATE MEDIA TRAINING

RADIO AND PRINT INTERVIEWS

The session will focus on identifying and refining key messages for delivery to both print and broadcast journalists. We discuss the media's requirements, introduce the concept of broadcast interviews and simulate interviews in a radio studio.

WHO FOR

Suited for up to six key spokespeople at all levels of an organisation who need to refresh their media skills but do not yet need to handle television interviews.

WHAT'S COVERED

- Defining key messages
- What journalists want
- Time constraints
- Importance of voice
- What to expect
- Painting word pictures
- Planning an interview
- Your rights

BENEFITS

Participants will gain:

- Clarity on key messages and practice in delivering them
- An understanding of broadcast interviews
- Practice and confidence in handling interviews with print and radio journalists

COURSES

Individual training.
4 hours. (course no 2.1)

Up to 3 participants.
4 hours. (course no 2.2)

Up to 6 participants.
8 hours. (course no 2.3)

ADVANCED MEDIA TRAINING

NEWSPAPER, RADIO AND TELEVISION INTERVIEWS

The session introduces television techniques as well as covering print and radio interviews. Participants will be prepared for all kinds of broadcast interviews, including pre-recorded and live, face-to-face and down-the-line.

WHO FOR

Suited for up to six key spokespeople, who need to be prepared for a range of print and broadcast interviews. Also suited for an individual or group needing to focus and polish their performance ahead of a media announcement.

WHAT'S COVERED

- Key messages
- The power of the picture
- Live and recorded interviews
- The sound bite
- How to dress
- Broadcast studios
- Defining an agenda
- Addressing the questions
- Managing hostility
- Illustrating your story
- Your rights

BENEFITS

Participants will gain:

- Clarity on key messages and practice in delivering them
- An understanding of television and its demands
- Practice and confidence in handling interviews with print, radio and TV journalists

COURSES

Individual training.
4 hours. (course no 3.1)

Up to 3 participants.
4 hours. (course no 3.2)

Up to 6 participants.
8 hours. (course no 3.3)

'Media Speak has trained many people for us and all have given positive feedback.'
Accenture

A DAY OF PERSONAL MEDIA TRAINING SESSIONS

WHO FOR

Ideally for senior management with some experience of media interviews, who would like a quick and comprehensive refresher. The day is structured to deliver three individual sessions of two hours each with a senior trainer and cameraman. This is a cost effective way of delivering personal training.

WHAT'S COVERED

- Check on preparation technique
- Focusing on key messages
- Three to four media interviews
- Print, television and radio techniques

BENEFITS

- Focus on particular needs
- Private coaching away from colleagues
- Practice and confidence in handling all kinds of media interviews

COURSE

Individual training for up to three people. 2 hours each. (course no 4.1)

GENERAL PRESENTATION SKILLS

These are intensive, practical courses to develop an effective, personal style. Participants come prepared to give a one-minute presentation, and work towards a longer presentation at the end. A video recording will be made of each performance and tutors will offer constructive feedback and advice, helped by video playbacks.

WHO FOR

The individual session is most suited to senior executives who are required to deliver presentations for the first time or who have become rusty after lack of experience of working to a live audience. The one-day course addresses similar needs for small groups.

WHAT'S COVERED

- Developing self-confidence
- Body language
- Becoming self-aware
- Voice work
- Relaxation exercises
- Engaging the audience
- Effective use of visual aids

BENEFITS

Participants will gain:

- Appreciation of the key components of an effective presentation
- Techniques to overcome self-consciousness
- The ability to relax in front of an audience
- Tools to overcome performance nerves
- The basis of a sound vocal technique

COURSE

Individual training. 3 hours. (course no 5.1)

Up to 6 participants. 8 hours. (course no 5.2)

PRESENTATION REHEARSALS

WHO FOR

Anyone preparing to present to an audience for the first time or experienced senior executives needing to polish a new presentation. The rehearsal should ideally take place one to two weeks before delivery.

DESCRIPTION

This is a short practical session to prepare up to three people for a forthcoming presentation. Participants provide the tutor with a draft of the presentation in advance and come ready to deliver it on the day. Where necessary, recommendations will be given on improvements to the content, but the chief focus will be on the performance.

BENEFITS

Participants will gain:

- Techniques to overcome self-consciousness
- The ability to relax in front of an audience
- Tools to overcome nerves
- The confidence to make an impact

CONTENT

- Developing self-confidence
- Body language
- Becoming self-aware
- Voice work
- Relaxation exercises
- Engaging the audience
- Effective use of visual aids

COURSES

Individual training. 3 hours. (course no 5.3)

Up to 3 participants. 2 to 4 hours. (course no 5.4)

'Excellent training session (probably the only one I've attended that I would put into practice).'
Top 50 PR Consultancy

CRISIS MEDIA TRAINING

This is a comprehensive session, usually run over a whole day, designed – with the help of an imaginary, but realistic crisis scenario – to prepare managers to handle real crises in the workplace. It can be run as part of a wider corporate event or as a freestanding day.

WHO FOR

Senior management teams in medium to large-scale organisations.

WHAT'S COVERED

- How to respond quickly
- The chain of command
- The door step
- The press conference
- One-on-one interviews

STRATEGIC ADVICE AND IMPLEMENTATION

BENEFITS

Participants will gain:

- Confidence to handle the media through a real crises
- Appreciation of the different kinds of media encounters
- Systems for managing and prioritising responses

COURSE

Group training.
One day. [Course no 6.1]

We also support internal communications teams on long or short-term projects. It may be helping to prepare for an important media briefing or presentation or contributing to strategy, key messages and tactics for the year ahead. We can do everything from initial planning through to implementation. We're there when you need to fill short-term gaps or to bring fresh ideas to existing projects.

BENEFITS

Flexibility – we're there for as long or as little as you need us
New ideas
New energy
Experience

'Media Speak has very effectively media-trained a range of people for us, from business executives to top doctors, from all over the world. I'd recommend them to anyone wishing for top-notch media training.'

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