



## bespoke media training

### Your exclusive media training day....

In the current market where organisations are facing new challenges, complex issues and volatile situations, the ability to reach your target audiences and key stakeholders with positive and controlled messages, through the media, is essential.

All members of an organisation are spokespeople for the business and protectors of its reputation. We recommend that all senior members of a team are aware of the golden rules when dealing with the media so that these can be filtered through the organisation. Senior staff need to feel secure and confident when engaging with the media.

We do not believe in putting you on the spot as you arrive rather we partner your team in the development of these skills during a comprehensive Media Training Day which will start promptly at 8:30am and run until 5:00pm with lunch and refreshments included. This way we are making the most of a day out of the office.

Our experience shows that courses run for six candidates provide an excellent dynamic for the creative environment needed for this style of learning. This is not classroom learning but an interactive and practical experience. Your executives will leave our course with more than just knowledge but with practiced skills you will be able to exercise in many areas of business communications.

### Written with you in mind....

The media training described above includes a set number of scenarios on which your executives will be trained in practical interview simulations. Should you wish to control these scenarios and the full content of the day's training, we offer bespoke courses whereby the day's content is written exclusively for your organisation to give your executives real life scenarios.

A bespoke course also enables us to include your corporate policy in the training and allows your team to fully understand and practice your organisation's messages. Emma Anderson, our media trainer, will meet with you in order to identify the content and there is a one off charge for the writing of your exclusive training day material.

#### Contact:

Please contact Emma Anderson for more details on [emma@orchardpr.com](mailto:emma@orchardpr.com) or telephone **01481 251251**