

# 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.

We'll ask both open and difficult questions, and help you craft the right answers for all types of 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



**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.



**ANTHONY MARLOWE** leads Weber Shandwick's award-winning UK Corporate Affairs team. He joined in May 2018 following ten years at Edelman, latterly as Deputy Managing Director. Over the decade he helped clients to deliver a range of communications programmes spanning corporate reputation, public affairs, strategic media, and sustainability.

## 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 understand the priorities of different media organisations and tailor your approach to them.
- ▶ 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".
- ▶ How to develop your own authentic voices when communicating with the media on a variety of topics.
- ▶ How to be ready to speak to the media at short notice, on crisis issues and news hijacking opportunities.

## CONTACT



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