



Rachel Hicks **Media**



Media Training



BBC journalists helping you communicate brilliantly

Dealing with the media doesn't have to be intimidating or out of your control.

We combine our journalism skills with 2 decades of media training expertise.

We love seeing our clients' confidence grow during our media training days. They rate our media training so highly that many return year after year.

Our training is affordable and accessible. We bring cameras and microphones to you, creating studios and authentic outside broadcasts so your busy spokespeople don't have to go off site.

We provide a fascinating day of practical, relevant interviews mixed with theory learnt from years of news reporting.

We use working journalists to provide realistic interviews and equip you with the skills to succeed in even the toughest media encounter.

20 years of highly effective media and crisis training

Our media training is perfect for:

- **Business Leaders** who want to seize every chance to promote their brand and protect their reputation in difficult times
- **Organisation Spokespeople** undertaking media interviews who wish to be in control, sound positive and make a success of every media opportunity
- **Company Executives** chairing public events such as Stakeholder/Investor Forums, debates, presentations or internal communications
- **Press Officers** wanting to know how to better prepare their key spokespeople
- **Preparing webcasts** to deliver strong key messages and polished presentations
- **Delivering communication skills** and key message awareness to a variety of employees

Giving you the skills to convey messages confidently

We **tailor every course** to our clients' needs and to cover **key skills** including:

- **Strategies for taking control of interviews**
- **Managing difficult questions**
- **Rigourously testing and successfully delivering key messages**
- **Looking and sounding great on radio and TV**
- **Body language and voice coaching**

Prices:

Bespoke Media Training

1-4 delegates undertaking up to 4 tailored interviews each. Customised client content.

Open Media Training Courses

For individual delegates wishing to learn how best to communicate with the media to promote business. Mixed groups with 1 practical TV/ radio interview each.



Rachel Hicks Journalist & Media Trainer

Rachel reported for network BBC News, regional BBC TV and local BBC radio for 15 years. She's interviewed, prime ministers, business leaders, sporting legends and ordinary folk who are often the quiet heroes. Rachel also produced and anchored hundreds of daily, live news programmes. She's an expert Media Trainer with 20 years experience of helping clients deliver successful interviews. Crisis Communications is her speciality. Her experience ranges from running press offices and client crises to a 2 day course at the cabinet run Emergency Planning College, which was put to good use during a fatal explosion at a client's business. Specialist sectors include maritime, business, food & drink and farming.



Esmond Holden Journalist & Media Trainer

Esmond reported for BBC radio and TV for 10 years. He's interviewed many senior politicians, including Chancellors, Home Secretaries and Deputy Prime Ministers. He has extensive experience media training with the British Army. He has the instincts of a newshound and knows what makes a good story, how to tell it and how to help others do the same. He's also an award winning photographer.



Michele Wheatley Media Trainer

Michele trained and worked as a journalist before moving into communications and PR. For 25 years she has been delivering expert Media and Crisis Training, community and media relations, environmental issues and stakeholder communications programmes. She has a passion for helping companies engage with communities and non-expert audiences and has developed extensive experience in the area of sustainability.



David Passmore Journalist

David is a highly experienced and award winning BBC TV producer, presenter and reporter. He is also an accomplished video journalist and media trainer. He held a number of specialist roles in the BBC including Sports Correspondent.



Graham Gardner Journalist

Graham has worked for newspapers, radio and TV in a career spanning 40 years. He spent 2 decades working for the BBC, covering stories ranging from Foot and Mouth to the Cromwell Street Murders. Among his other credits, he has also co-written a best-selling book about the police investigation into serial killers Fred and Rose West. We work with a wide network of eminent journalists with a range of backgrounds. We select the best expert to fit your training needs.