



bristol business college

YOUR BEST BUSINESS DECISION

Handling the Press and Media Interviews

Dealing with the press can be a worrying event – but it doesn't have to be! This is a one-day workshop designed for managers at any level, or owner-managers. It enables you to understand, practice and then deploy the skills you'll need to manage the press successfully.

- ✓ Be confident about talking to the press for business.
- ✓ Make sure that you can deal with 'difficult' situations in the public eye.
- ✓ Capitalise more on your limited contact with the media.

Course Objectives:

- ⊕ Interview preparation
- ⊕ Hands-on practice
- ⊕ Messaging techniques
- ⊕ Dealing with difficult or complex questions
- ⊕ Understanding media channels

Delegates will learn:

- ⊕ About the wide variety of media channels and their requirements
- ⊕ What you can do to help the press in terms of preparation
- ⊕ How to deal with difficult or complex questions
- ⊕ The 5 things you mustn't do with a reporter in ear-shot!
- ⊕ Tried and tested techniques for putting your key message across
- ⊕ Hands-on practice to develop your skills and gain confidence

This one-day workshop will also set ample time aside for practical exercises. It is designed to be as interactive as possible with regular opportunities for discussion and collaborative learning

www.bristolbusinesscollege.com

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1 Day Course