

Is Media Training for me?

This interactive day is Led by an EMMY-award winning media veteran who has over 30 years of media experience. The study day is suitable for professionals leading in their area of expertise. People across the whole spectrum of the NHS, including National Leaders to key Clinicians and Managers who may be exposed to media interest will find this media study day invaluable.

What's it all about?

This study day is personal by design with a maximum of six delegates, who have been hand selected, as potentially interested in, or of interest to, the media.

It is with bitter experience that many will tell you that it is often too late to learn the necessary skills once you have a camera in front of you.

So on this relaxed and hands on (or should I say heads up) day you will be mentored, coached, and directed by EMMY- award winning journalist, Todd Pottinger on how to be prepared for and make the most of possible media situations.

You will be filmed and receive feedback throughout the day. Our small sessions give delegates enough time to practice what they're learning, immediately, with real-time feedback.

We ask that delegates bring: (two printed copies of) two scenarios to work with on the day; one which covers an actual/ real/ possible negative media situation; and the other an actual/real issue or facet of your work you wish to promote, or a message you wish to impart to your audience.

These two scenarios will form a significant portion of your work on the day so we do ask delegates to ensure they remember this one to get the most out of the day.

In addition to the essential, real-time feedback and multiple iterations of practice on the day with a 30-year, broadcast journalism veteran, every delegate will receive a video of their complete performance progression a couple of days after their session, including a professional video designed to be used in their actual daily work.

The delegate performance videos also provide the added benefit of reinforcing the skills and knowledge learned from their session, a personalised, on-camera skills tool-kit to take forward and use.

For more information on Todd Pottinger, here is an online sample of his career - <https://www.youtube.com/watch?v=6RVL7OsdAic>

What Happens on the day?

09:00	Registration
09:30	Introductions and Ground Rules
09:45	Expectations and uses of the camera.
10:00	Your Camera – What to Say
10:30	Practical sessions – Quiet on the floor please! Scene 1 take 1
12:45	Lunch
13:30	Messaging
14:15	So what have we learned ?
14:45	Practical sessions – Cameras rolling scene 1 take 2 Time to Shine
15-45	Questions and Evaluation – You will receive a copy of your own films to review following the event
16:00	Close

What's the result?

This study day will ensure you are more confident and prepared when faced with media situations.