

LSPR

London School
of Public Relations

ON-CAMERA MEDIA HANDLING

Duration: One-day Course Schedule: 10am – 4pm Fee: Please enquire

The training is suitable for communications personnel, involved in communications, PR, Risk and crisis preparation and response. Participants include Diplomats, Ministers, Heads of States, CEOs, Directors and media personalities.

FOCUS OF THE TRAINING:

The training is tailored and specific in nature to the needs of the clients. We work with experienced BBC correspondents and reporters to bring you highly practical training, using cutting-edge facilities.

Each of the areas will be discussed and then put into action, with plenty of practice. Participants are given feedback and reviews, at each stage of their training.

TOPIC 1:

- » Practical guidance and skills
- » Voice coaching, body language and appropriate appearance
- » Face-to-face interviews for radio and to camera
- » Preparing for interviews for live broadcast and recorded programmes

TOPIC 2

- » How to get your message across
- » Speaking with clarity
- » Framing your key points
- » Staying on message

TOPIC 3

- » Handling stressful interviews: difficult questions, aggressive or hostile interviews

LSPR TRAINING

Short, intensive courses for practicing PR and communications professionals.

Class groups are kept small to ensure the quality of the training.

COURSES

- Advanced Management
- Branding
- Business Strategy for PR
- Business Writing
- Critical Incident Management
- CSR & Sustainability
- Human Resource Management
- Impression Management
- Leadership
- Personal Branding
- PR & Reputation Management
- Presentation Skills
- Press Release Writing
- Risk Management
- Social Media & Online Marketing
- Crisis Media Communications

QUALIFICATION

Courses are CPD approved.
Diploma / Adv. Certificate / Certificate

DURATION

1 to 5 day courses

LOCATION

Central London, UK.

CONTACT US

118a Kensington Church
Street, London W8 4BH~
T: +44 (0) 20 7221 3399
E: info@lspr-education.com

www.lspr-education.com

DELIVERY & FEEDBACK

During the course we will refer to a number of visual examples. Participants will practise out scenarios, based on interview techniques, to make credible impressions and stay on message. Feedback will be provided at every stage. We want to encourage the sharing of ideas, engage in discussions, practise the concepts and gain feedback from the trainers. The classes are small in size or one-to-one, in order that participants benefit fully from a consultative approach.

ASSESSMENT

This course is not assessed, but course participants will get the chance to engage and receive practical input and regular feedback.

