



How our media training can be a major asset to you

Media interviews, when conducted properly, can be an excellent opportunity to tell a positive story about your organisation, assisting in the process of meeting your key objectives.

They are an essential tool in the communications armoury and can be a useful asset in dealing with negative issues, which may affect a company. Badly handled, media interviews can cause considerable damage to the individual and the organisation's reputation.

It is essential to conduct media interviews, particularly those for TV and Radio, in a polished and professional manner. Training and practice are, therefore, absolutely vital.

This is an outline of the media training services, which are offered by Insight Consultants. These sessions are very flexible and can be tailor-made to the individual needs of our clients. We suggest that these sessions be carried out either on a one-to-one basis or in a small group of no more than three interviewees.

Part of the training is understanding the media, who they are, what they want, how they work, how to handle them and how to obtain the best possible outcome when dealing with them.

The team of highly experienced professionals at Insight Consultants has the skills range and expertise to deliver a high quality training programme that is relevant, interesting, informative and focused on the needs of your organisation.

Dealing with the different types of daily papers, broadsheet and tabloid, regional media, Sunday papers, news magazine programmes, TV interviews in-studio and pre-recorded, providing soundbytes, the use of email in a crisis and dealing with bloggers, are all dealt with in the programme.

The media training involves coaching in a technique known as "Blocking and Bridging" whereby participants learn how to deal with problem questions quickly and succinctly, and how to move the discussion smoothly onwards to more favourable and comfortable territory.

Following this examination of the media and the provision of techniques on how to handle the various media scenarios, participants are set a task of developing the key messages they wish to communicate in media interviews and are then put in front of a camera as we recreate a “real” media engagement situation. Realistic interviews are conducted, messages refined and improved answers developed.

We give advice on posture, most appropriate clothing, the wearing of jewellery, non-verbal communication, verbal mannerisms, and the control of nerves.

The interviews are fully critiqued and further interviews take place when a considerable improvement has been invariably demonstrated by participants.

In summary the course includes:

- Defining key messages
- Preparation for media interviews
- Why we should talk to the media
- The different types of media - national, regional, electronic, trade etc
- What makes a story newsworthy?
- TV interviews, live and face-to-camera
- Radio interviews, live and remote
- Telephone interviews
- Newspaper news interviews
- Newspaper and magazine feature interviews
- Interview techniques
- Interview “dos and don'ts”
- Blocking and bridging
- Thinking in headlines
- Dealing with nerves
- Simulated TV interview and review and critique of interview

We recommend follow up training prior to a major event/media interview.

Completion of this training will enable interviewees to:

- Learn to prepare effectively
- Manage difficult interview situations
- Predict the direction of the interview and take control from early on
- Block difficult questions and bridge to the messages we wish to communicate
- Never lose control of an interview and discuss issues that are not for the public domain
- Deliver key messages
- Not be deflected from key messages

Off-site location

We provide media training on a regular basis to our clients at our offices at Suite 12, Beacon Court, Sandyford, Dublin 18. We provide a state-of-the art video camera linked to a 50" plasma screen TV in our boardroom. Facilities are available for preparation and follow-up exercises, recorded interviews and play-back for critical analysis.

Teas, coffees and light lunches are provided to course participants and extensive car parking is available in the Beacon complex.

We can, of course, provide our service at the client's premises and we are willing to travel anywhere in Ireland.

Expertise in developing communications skills

Executives at Insight Consultants have extensive and long-standing experience in providing communications skills training.

Michael Keane has 25 years experience as a journalist, with the former Irish Press Group. While Northern Editor of the Group in Belfast between 1972 and 1978 he was not only in charge of covering the day-to-day violence and politics during "The Troubles", he contributed to hundreds of radio and TV programmes. This honed his skills as a communicator and provided a strong base for his subsequent provision of media training courses in his public relations career.

Michael established the media-training unit in Fleishman-Hillard Saunders (FHS), one of Ireland's largest public relations firms, when he joined the organisation in 1996. Over the following 13 years Michael has media trained an extensive range of clients in public and private life.

Michael and fellow FHS executive Michael Parker established Insight Consultants in January 2006 and since then has provided media training to a wide range of senior executives and managers. Those trained over the years include executives from the following (some details cannot be provided for confidentiality reasons):

- O2
- Senior Garda Siochana
- 26 Local Authorities
- HSE
- Beacon Hospital
- Our Lady's Children's Hospital, Crumlin consultants
- BT Ireland
- Ernst and Young Tax Partners
- Cabinet Ministers
- Members of the Catholic Hierarchy
- Beacon Medical Group
- National Disability Authority

- Rehab Group
- Broadcasting Commission of Ireland
- Musgrave Group - SuperValu, Centra, Ireland's largest food wholesaler and retailer
- Special Olympics World Games
- Nortel Networks
- News International journalists
- Garda Representatives Association

Michael Parker has had an extensive career in business, and media training has played a significant part in that career. He has media trained a number of politicians when he was General Secretary of the Progressive Democrat party and he also prepared executives in a number of companies for media situations including IAWS, Rehab Group, Edward Holdings and National Disability Authority.

Referees:

Michael Cullen, Chairman and CEO, Beacon Medical Group, developers of the Beacon Hospital
Suite 36, Beacon Court, Sandyford,
Tel: 293 8880

Angela Kerins, Chief Executive, Rehab Group
Roslyn Park, Beach Road, Sandymount, Dublin 4
Tel: 205 7200

Budget

Insight Consultants are conscious of the need to keep costs down and are, therefore, very competitive. Details of media training packages are available upon request.

Contact Point

The contact person for the purposes of this exercise is Michael Keane, Founding Partner, Insight Consultants, Suite 12, Beacon Court, Sandyford, Dublin 18. Tel: 293 9977 or 086 824 4500.