

# Se Select committee training

## About select committee training from Four

A Select Committee appearance is an opportunity - a platform from which to communicate and to directly influence public policy. Success involves more than just walking out of the room unscathed.

We prepare you for the challenge, beginning with the political, policy and media context to the Committee's investigation. Our detailed briefings on Committee members include biographies, constituency issues, probable lines-of-questioning, individual quirks, and their approach to handling witnesses. From conversations with the clerks and others, we also clarify the session format.

Then we put the witness through a realistic, mock Committee hearing. Even under favourable circumstances, it can be a challenge to get your key messages across, particularly if you give your evidence alongside three or four other witnesses. We coach you on lines-to-take, body language, your tone of voice and how to handle aggressive questions, all with video feedback.



## Case study

### Anchor Properties

Four worked with Anchor to develop a written submission, which explained how the proposals for a variable regional cap lacked clarity and were endangering investment in the sector. Thousands of Anchor's tenants in sheltered housing would be directly affected. Its Chief Executive, Jane Ashcroft CBE, was asked to be a witness at the joint sessions.

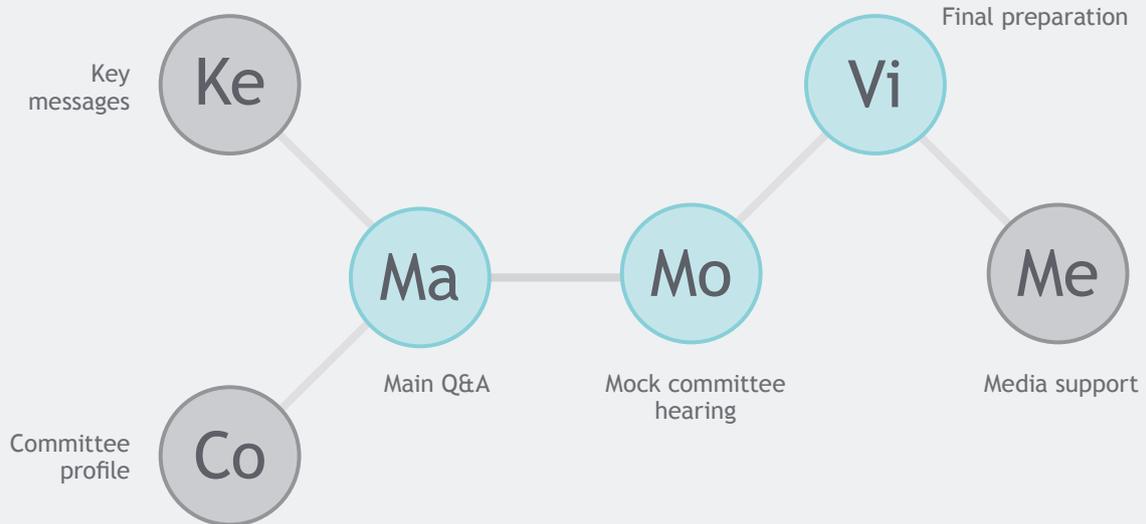
This was an opportunity to put Anchor's case before a significant inquiry that ministers were following closely. Jane knew the issues well and had given evidence in Parliament before. Four's role was to focus on conveying a complicated policy area as simply and constructively as possible, anticipating members' concerns.

We produced a full set of briefing documents and held a complete mock hearing, with senior members of our Public Affairs team playing the role of MPs. The intensive questioning was videoed, with our feedback identifying the best ways to get Anchor's message across under pressure.

At the joint committee session, Anchor's CEO was clear and persuasive, handling questions with ease. This is reflected in the conclusions and recommendations of the final report. The government is currently considering its response.

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## How it works



## Pricing

Package cost starts at £4,000 + VAT

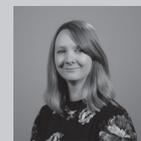
## Other products from Four

<b>Bc</b> Brand champions	<b>Ev</b> Events creation and management	<b>Sc</b> Social content and assets	<b>An</b> Animation	<b>Mt</b> Media training
<b>Sa</b> Sponsorship audit	<b>Pt</b> Presentation training	<b>Se</b> Search engine optimisation	<b>Cv</b> Corporate video	<b>Aw</b> Awards
<b>Po</b> Podcasts	<b>Im</b> Issues management	<b>Bw</b> Brand workshop	<b>Pe</b> Penetration testing	

## Contact

If you would like to find out more please email  
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## Key team members



**Sarah Jones**  
 Managing director  
 Sarah is managing director of our public affairs practice and advises on targeted market access, corporate communications and policy campaigns for high profile clients.



**Jim Dickson**  
 Practice director  
 Jim is the former leader of the London Borough of Lambeth. He is a specialist in corporate public affairs, education, health and financial services, transport and the public sector. Since joining Four from GJW in 2003, Jim has worked with many of our largest clients on reputational issues.