

Mt Media training

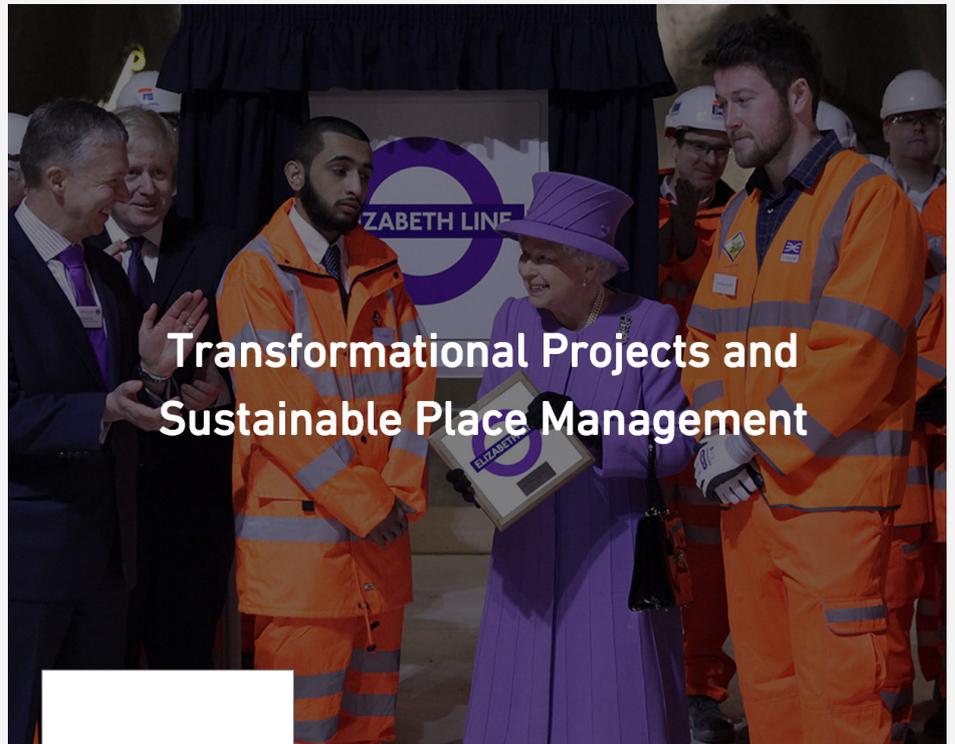
About media training from Four

Media training is tailored to honing interview techniques and focuses on four core areas: understanding the media; developing the content and messages; conveying information with impact; and handling difficult questions and issues.

Our training includes an interactive session, theory and practical application interspersed with a series of practice interviews to camera allowing for progression across the course of the day.

Four has been providing media training since it was founded and delivers 20-30 sessions a year. The participants vary from senior managers refining their skills to those that have been promoted to a level where being a company spokesperson is now a requirement. Organisations choose to engage in media training as regular annual preparation for C-suite, ahead of a programme of media engagement or a potential issue.

We have provided media training across the public, private and third sectors and across most industrial sectors including: financial services, property, healthcare, charities, culture and education.



Transformational Projects and Sustainable Place Management



Case study

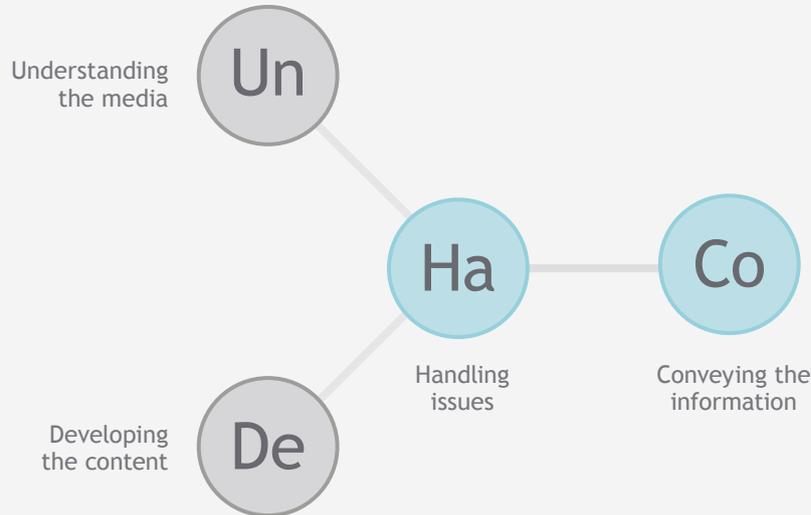
New West End Company

In 2017, Four conducted a programme of three media training sessions, across the senior management team of the New West End Company. It has tailored to individual responsibilities, areas of expertise and levels of experience. The training was undertaken to equip recent senior hires and those newly promoted to a senior media-facing roles.

The training was in preparation of a busy schedule of upcoming media engagements in preparation for the arrival of Crossrail in 2018 and the pedestrianisation of Oxford Street.

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How it works



Pricing

From £3,500 - £5,000

Based on duration of training; number of people being trained; the requirement for additional input from journalists; and any hiring costs (if needed) to be undertaken in studio. The cost includes: pre-training questionnaire; a tailored media training deck which is forwarded to participants; an individual debriefing sheet; and video from the training.

Other products from Four

Bc Brand champions	Ev Events creation and management	Sc Social content and assets	An Animation	Pe Penetration testing
Sa Sponsorship audit	Sc Select committee training	Se Search engine optimisation	Cv Corporate video	Aw Awards
Pt Presentation training	Im Issues management	Bw Brand workshop	Po Podcasts	Ac Accessibility

Contact

If you would like to find out more please email FourElements@fourcommunications.com

Key team members



Nick Clark,
Managing director

Nick is managing director of Four PR and is one of our most experienced media trainers, who advises clients on reputational issues, crisis handling, creative campaigns and thought leadership.



Mark Knight,
Managing director

Mark has over twenty five years' experience in managing communication programmes for international brands both in-house and as a consultant, and is one of Four's senior media trainers.