



MEDIA TRAINING

Part of



Why Media Training?

Having confident, articulate spokespeople is vital for any organisation in the public eye. Just a few minutes in the media spotlight could make or break your organisation's reputation.



TNR's Media Training courses give spokespeople:

Confidence

The techniques needed to enhance media performances

Control

How to stop journalists setting the agenda

Realistic Experience

Learn from mistakes through practice before an interview

Powerful Key Messages

What is newsworthy and will appeal to journalists

Insight

Into how journalists operate, pressure of deadlines and what they want to hear

Crisis Skills

What to say and how to say it when things go wrong

If an interview goes well, your company's profile can be significantly boosted. A poor performance will undermine your credibility and could make your organisation or spokesperson headline news for all the wrong reasons.

Why TNR?

We are part of the Press Association, the UK's national news agency, ensuring high quality expertise and an unrivalled grasp of the news agenda. PA's core values of "fast, fair and accurate" have underpinned a reputation of trust and integrity at the heart of the UK media since its inception 145 years ago.

TNR offers both bespoke and open courses, which are conducted by respected journalists from the BBC, ITN and national newspapers.

Bespoke sessions are crafted to meet the exact requirements of the delegates, from an introduction for those with no experience to a refresher for more practiced spokespeople.

Our practical sessions cover live, down-the-line TV, local radio, soundbites, daytime TV, panel debates, door-stepping, or hard-hitting newspaper interviews. The training we offer is invaluable and realistic, and conducted in our fully-equipped broadcast studios.

TNR can also offer Media Training at the client's offices if necessary. We also offer presentation and key message sessions, as well as open Media Skills courses for more junior delegates.

Head of Media Training, Bridgid Nzekwu, is a sought-after Media Trainer, known for her ability to bring out the best in public speakers using a combination of constructive critique, voice and body language coaching, role play and confidence boosting techniques.

Bridgid is a presenter for ITV News, and has also anchored Channel 4 News and 24 hour news for ITN, as well as presenting other news and factual programmes.



Our Clients

We take confidentiality seriously at TNR and are unable to name most of our clients, but take it from us, we have trained spokespeople at the most senior levels from the following sectors:

TRANSPORT | HEALTH | PHARMACEUTICAL | CHARITY | RETAIL | CONSUMER | SPORTS
THIRD SECTOR | GOVERNMENT | FINANCE | BANKING | INSURANCE | ENERGY | OIL & GAS
LUXURY BRANDS | PUBLISHING | FOOD & DRINK | HIGH PROFILE INDIVIDUALS

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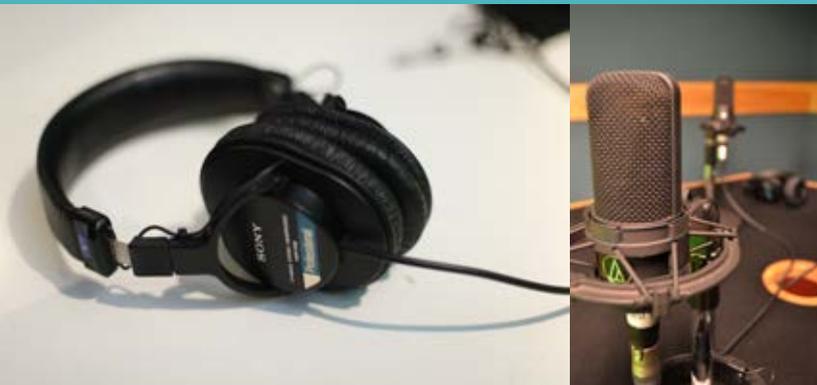
TNR have media trained our senior spokespeople for several years now and equipped our Directors with skills to deal with very complicated media situations
Martine Julseth, Fairtrade Foundation

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I very much enjoyed and benefitted from the media training. I particularly enjoyed that the course was so practical so that we got the chance to mess things up in a safe environment and learn from that!
Iain Smith, TfL

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