

Katherine Russell

From: Scobie, Devin [devin.scobie@gpcinternational.com]
Sent: 05 June 2003 13:16
To: 'katherine.russell@watercommissioner.co.uk'
Cc: 'mail@garthheron.com'
Subject: MEDIA TRAINING

Importance: High
Sensitivity: Confidential



SAMPLE 1.doc



SAMPLE 2.doc



Alan half day.doc



Creds-portrait-current.doc

Katherine:

It was good to meet you in London on Tuesday and I hope you survived the remainder of the conference.

> I attach various goodies; our credentials which includes my biog (I lead
> most of our days with Paul Murrice, working journalist and 20 years ex
> STV, Radio Clyde etc who brings the heavyweight journalist support) along
> with two sample timetables. All our days are built from scratch to
> maximise the value of the training, ie more TV if that is likely to be a
> particular pressure point. The 'bigger' day we would propose for
> yourself, ie not the one focussing on Alan, would include a mixture of the
> elements in each of these two days.

> The 'Alan Day' attachment is an outline of an intensive half day's practical
training for Alan alone. Trust me, he will know what has hit him after this
session (but in a very practical sense).

> Most of our training takes place at the BBC in Glasgow where we have
> access to the news studio at lunchtime and real broadcast quality radio
> and TV equipment (a number of our competitors use VHS or digital recording
> kit which will not duplicate broadcast quality).

> We can, though, come to your premises if you wished and that would create
> a slight saving in the day's fee.

> Our fees make no attempt to be the cheapest in the business, but our track
record is formidable and repeat business very high.

> Our daily rate for up to six persons including all pre-course preparation,
> personnel on the day, handouts, equipment, VHS and audio copies of
> interviews and post course feedback is £2600 plus VAT. There are no
> additional charges. If you are able to 'host' the course in your
> premises, the fee is £2300 plus VAT. That assumes that tea/coffee and a
> sandwich/canteen lunch can be provided.

> Our Half Day charge is £1600 plus VAT. That is high simply as the same
number of personnel and equipment are used but this session is very, very
intensive and by its very nature, highly tailored to a senior individual's
needs.

> Let me know what you think and hopefully we can get something organised
> fairly swiftly for you!

> <<SAMPLE 1.doc>> <<SAMPLE 2.doc>> <<Alan half day.doc>>
> <<Creds-portrait-current.doc>>

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