

Katherine Russell

From: Chisnall, Sarah [chisnals@fleishman.com]
Sent: 28 July 2003 15:02
To: 'katherine.russell@watercommissioner.co.uk'
Subject: Media Training Programme 2



Media Training
Programme.doc

Katherine,

Many apologies, I have just been made aware that as this was a half day booking we actually need to be out of the room by 1pm (the usual time for a half day that starts at 9). I gather that this was the only time slot we could get at the BBC, given we had to cancel the last date.

I have amended the programme so that we decant to the Beeb's food court (next to the training room) for a further review of the morning's performances etc over lunch, rather than the sandwiches initially suggested. There is also the option of watching the lunchtime news bulletin going out live if you and Alan were at all interested. Still aiming for a 2pm finish

Sorry for any confusion. Can I also suggest that to ensure we can get through the programme that we try and start as close to 10am as is possible.

Many thanks

Sarah

<<Media Training Programme.doc>>

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media
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WATER INDUSTRY COMMISSIONER FOR SCOTLAND

MEDIA TRAINING- 29 JULY 2003

TO BE HELD AT THE BBC, QUEEN MARGARET DRIVE, GLASGOW, delivered by GPC International and Axis Media Group

This high-level half day course focuses on practical elements of media participation and involves intensive sessions designed to identify strengths and weaknesses of the participant in pressurised media situations, highlight the importance of getting key messages across and encourage confident performances. Full feedback is given throughout the day along with highly tailored coaching from the professional trainers.

Timings are approximate. Tea and coffee will be available throughout the morning. Sandwiches will available over the lunchtime period.

- 10 – 10:30 Arrival, introductions, feedback of experience to date and perceived requirements, followed by a brief over view about the training, the media in Scotland and the importance of message development.
- 10.30 – 11:00 Telephone/down the line interview and review of performance
- 11:00 – 12:00 Radio studio interviews - one to one, with hostile guest, group, with playback and full review
- 12:00 Comfort break!
- 12:15 – 1:30 Television interviews – one to one (outside, weather permitting), down the line, review and feedback
- 1:30 – 2:00 Time for further questions, feedback and review and/or additional practical experience if required
- 2:00 Depart.