

MEDIA TRAINING



CNN

itv

BT Sport

THE Sun

London Evening Standard

Bloomberg

BBC RADIO

4

sky SPORTS

THE TIMES

Purple Tangerine provides quality, realistic media training for executives to face the broadcast and print media with confidence.

You will learn many tricks of the trade and become a seasoned 'media-pro'.

Participants are given key tools and skills, including the ABC – how to Answer, Bridge and Communicate your key messages in a succinct and professional manner.

Acronyms will take on new meanings: BBC (Backside in Back of Chair) and KISS (Keep It Simple Smile).

Why Media Train?

Social media means live events or incidents can be transmitted around the world in seconds.

Even bad news can present a huge media opportunity. A professionally trained executive, who has an awareness of the media, can steer an interview to downplay the negative and highlight company key messages.

A business reputation built up over years can be shattered by a few ill chosen, nervous or emotive words.

A Huge Opportunity

News runs 24 hours a day, seven days a week. In one day there are over 1000 hours of 'talking heads' from the networks and satellite providers. This figure, coupled with radio audiences means there are more media opportunities than ever before.

It is increasingly important for businesses to provide a team of spokespeople who are able to respond in an often pressured and hostile environment.

MEDIA TRAINING



BAUSCH+LOMB



The Trainers

Nigel Jones is Founder and Managing Director of The Purple Tangerine. He has media trained 100s of executives from companies including: adidas, Bausch & Lomb, Disney, Kingfisher, Motorola as well as celebrities such as Marat Safin, Susie Wolff and Ellen MacArthur.

The Training

The art to an authoritative and succinct interview style is practice. We thoroughly research your business and set-up realistic studio interview situations with hot issues in your company and/or industry.

You will be briefed on the media agenda - the training demystifying media tactics and objectives.

Live Studio

You will experience typical live studio set-ups including print, radio and broadcast interviews. Each interview will be treated as live, with executives put under the same pressure as in a CNN, BBC or Bloomberg studio situation.

Recording, Feedback & Analysis

Private and confidential recording and playback/analysis of the print and TV interviews enables a fast track system to achieving the course aims.

Advice is also given on body language appearance, performance and techniques to assist in using your voice as a tool.

Training Sessions

1 Day Session includes ...

- Individual course packs for each participant
- Individually tailored schedule
- Live-studio set-up with camera crew
- Digital copy of performance
- Copy of media handbook for future

Sample Agenda

Below is an outline of our day course for handling press, radio and television interviews. The aim is to build up the trainees' confidence through practical work, playback of recorded interviews, appraisals, constructive criticism and encouragement.

10.00 – 11.00 Golden rules for dealing with the media, an introduction to technique and key messages

11.00 – 12.00 Interview 1 - TV Interview – The ABC – Answer Bridge Communicate

12.00 – 13.00 Interview 2 - Print/Phone – Types Of Question

13.00 – 14.00 Interview 3 - Broadcast Interview - Reporter Tricks

14.00 – 15.00 Interview 4 - Ambush & Hostile Interviews

15.00 – 16.00 Q&A; Off The Record; Finish

For Further Information

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