



bluewood  
training



Media &  
Presentation  
Training

Good communications  
is our business



# Media Training

Effective media training will show you how to build lasting and effective relationships to the advantage of your organisation, while at the same time meeting the needs of journalists.

We stress the importance of interviews as business transactions, and train each delegate in the appropriate strategy, tactics and execution to make sure your objectives are met.

Our tailored media training courses will show you how to navigate the world of print and broadcast media and deliver a clear understanding of how journalists think, the pressures they work under and what they want from you. As a result, you can clearly determine how, when, and on what subjects to engage the media. This theory work is reinforced and practised in realistic interviews using scenarios that are structured to meet individual needs. The result is that the delegate is able to shape and deliver their communication in the most effective way possible, delivering their agenda and confidently handling anything that is outside it.

Run by current and former journalists with extensive experience of the UK and international media, our bespoke media training courses provide a practical and pragmatic guide through the media minefield, with techniques and tips that delegates can use instantly and effectively.

## Our media-handling courses:

- > **Print Media Courses**  
(trades & nationals)
- > **Broadcast Media Courses**  
(TV & Radio)
- > **Financial Media Courses**
- > **Dealing with the Media in a Crisis**
- > **Social Media Training.**

You will learn how to:

- > Handle media interviews
- > Keep interviews on YOUR agenda
- > Turn hostile questions into useful answers
- > Get your message across
- > Deliver quotes that journalists will use and audiences remember.



# Presentation Training

Public speaking comes naturally to very few people, but get it right and it can make the world of difference to you and your organisation.

Our bespoke presentation training courses are highly interactive sessions which give you invaluable techniques to improve your approach, as well as the opportunity to trial different methods to polish your style.

Our expert presentation trainers all have experience in customer pitches, investor fund raising and board level presentations. They have worked in a variety of industries and sectors including investment banking, fund management, government departments, sales and marketing. This means that we can match the right trainers – with the relevant understanding and experience – to each client and organisation we work with.

We bring professional camera operators to all presentation training sessions to film your performances. This means that you not only receive immediate feedback from the trainers, but you'll be able to critique your own presentation; often the most powerful method.



## Our presentation training courses:

- > [Introduction to Presenting](#)
- > [Winning Pitches](#)
- > [Presenting to Investors](#)
- > [Advanced Presentation Skills.](#)

You will learn how to:

- > Overcome nerves
- > Deliver with authority
- > Communicate your messages
- > Get your presentation remembered for the right reasons
- > Use visual aids including PowerPoint successfully.

**“The media training was received very well and to great effect. Many thanks.”**



## Our courses

Our tailored media training and presentation training sessions are focused on the delegates and the issues they face and teach them how to get their message across confidently and effectively.

Delegates leave these sessions ready to face their audience.

- > **Before your training session, we will carry out extensive research - as well as working closely with you - to ensure the practical scenarios we provide cover your organisation's specific agenda and address the particular issues you face.**
- > **We have experience of training delegates at all levels and will pitch our training to your level of experience.**
- > **Also; all our sessions are tailored to fit your requirements, as well as your location (London, UK or international), dates and timings.**

## Contact us

To book a training session, or for more information on how we can help, please get in touch:

[E info@bluewoodtraining.com](mailto:info@bluewoodtraining.com)

Write to us:

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**“It was an excellent session, very interesting content and well communicated – looking forward to more.”**

Brit Insurance