

REMOTE MEDIA TRAINING

BESPOKE TRAINING
CONDUCTED OVER VIDEO
CONFERENCE FOR RADIO &
TELEVISION INTERVIEWS

DRURY PN MEDIA TRAINING

THE COVID-19 EMERGENCY RESTRICTIONS HAVE MEANT INTERVIEWEES CAN'T ACCESS BROADCAST STUDIOS, BUT MANY EXPERT COMMENTATORS AND COMPANY SPOKESPEOPLE ARE STILL IN HIGH DEMAND.

INTERVIEWEES ARE NOW REQUIRED TO BROADCAST FOR BOTH RADIO AND TELEVISION PROGRAMMES FROM THEIR HOMES. AND THESE INTERVIEWS PRESENT A NEW CHALLENGE IN HOW TO EFFECTIVELY DELIVER YOUR MESSAGE WHILST MANAGING THE POTENTIAL TECHNOLOGICAL PITFALLS.

DRURY PN ARE HELPING TO PREPARE SPOKESPEOPLE FROM DIFFERENT ORGANISATIONS TO MAKE THE MOST OF ANY INTERVIEW OPPORTUNITIES DURING THIS PERIOD. OUR BESPOKE SESSIONS ARE CONDUCTED OVER VIDEO CONFERENCE AND INCLUDE KEY THEORY PLUS PRACTICAL INTERVIEWS. THESE LIFE LIKE INTERVIEWS ARE RECORDED AND THEN PLAYED BACK DURING THE VIDEO CONFERENCE SO THAT CONSTRUCTIVE FEEDBACK CAN BE GIVEN. IN ADDITION WE PROVIDE SIMPLE TIPS ON HOW TO SET UP YOUR HOME LOCATION TO ENSURE THE VIDEO AND AUDIO FEEDS ARE OF THE NECESSARY QUALITY.

THIS PREPARATION IS PROVING INCREDIBLY IMPORTANT FOR COMPANIES WHO ARE NOW FACING CRITICISM REGARDING THE EMERGENCY AND WANT TO ENSURE THEIR VOICE IS STILL HEARD IN ANY MEDIA COVERAGE.

ALL OF OUR TRAINING LEADS ARE EITHER FORMER JOURNALISTS OR EXPERIENCED TRAINERS WITH MANY YEARS OF EXPERTISE IN MEDIA MANAGEMENT AND INTERVIEW HANDLING. WE MATCH THE RIGHT TRAINER TO EACH SESSIONS ATTENDEES.

MEDIA BACKGROUND BASICS

WHO THEY ARE, WHAT
THEY DO, WHY THEY
DO IT AND WHY WE DO
IT

LEARNING TO TAKE CONTROL

HOW WE CAN BEST
TELL OUR STORY IN A
MEANINGFUL WAY

PREPARING TO DELIVER

WHAT CAN WE DO IN
ADVANCE TO MAKE
SURE WE ARE READY

CONTROL THE CONVERSATION

HOW WE CAN ENSURE
WE TALK ABOUT WHAT
WE WANT TO TALK
ABOUT AND DELIVER
OUR STORY

PRACTICAL INTERVIEWS

REALISTIC
INTERVIEWS AND
CONSTRUCTIVE
FEEDBACK

ABOUT DRURY PORTER NOVELLI

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