

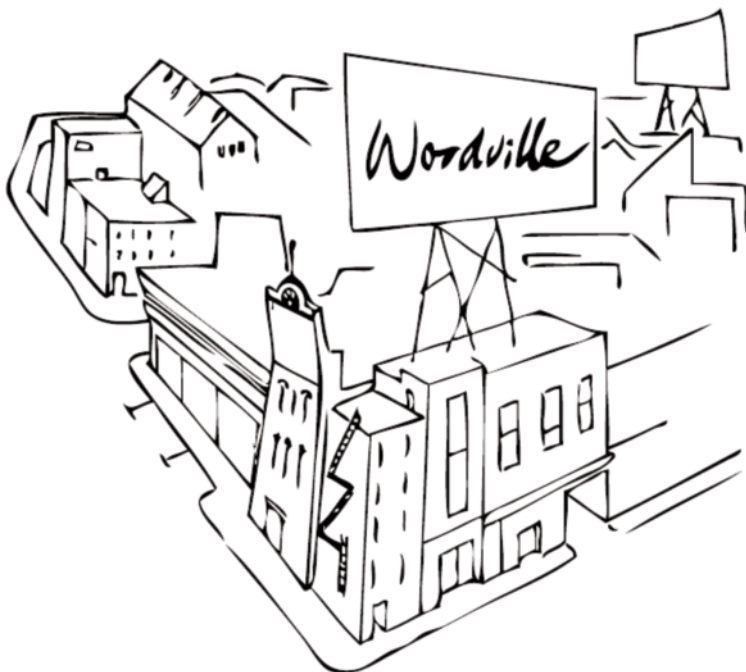
Wordville

TRAINING AND MENTORING

COMMUNICATIONS SKILLS

Wordville's consultants are experts in media relations and communications techniques. We train senior executives and spokespeople on all aspects of media interviews and provide a range of courses for PR and marketing professionals to improve their success with media relations programmes. Preparation is the key to success. We take time to understand the individual, the organisation, the landscape and the news. All courses are adapted with the delegates' circumstances in mind, using real-life scenarios and practical exercises to make the biggest ongoing impact.

Wordville's training team includes ex-journalists, senior strategists, publicists, crisis specialists, and PR thought-leaders. Our instructors specialise in adult learning and courses follow proven training methodologies to ensure successful outcomes.



“...combines the mix of professionalism and human touch which one should always expect from top-level PR professionals.”

Fernando Lagraña, Executive Secretary,
ITU TELECOM at International Telecommunication

COURSE OVERVIEWS INTERVIEW SKILLS FOR SPOKESPEOPLE

Media Training

(course code: MT-CLASSIC01)

Duration 4 hours

Purpose to prepare company spokespeople to speak with confidence during media interviews.

Overview A popular and effective course that has been used to train spokespeople from leading brands and government agencies. This half-day session uses video taped role-play interviews to build the delegates' confidence when speaking during interviews with print and broadcast journalists. It provides an overview of the media and practical guidance on how to handle a variety of media interviews in an effective and authoritative manner. For up to 4 delegates.

Deliverables A half-day media session at your offices or at a local venue with practical discussions, videoed and reviewed role play interviews, and a follow up report and recording for each individual delegate.

Prerequisites An understanding of the key messages and communication aims of the company. No prior experience with the media is essential.

Media Training Refresher

(course code: MT-REFRESH01)

Duration 3 hours

Purpose to review the current skills of company spokespeople and build on their experience to handle a wide range of media interviews.

Overview A review and refresher course for delegates who have spoken with the media in a previous role and would like to improve their skills and body language to ensure better message pickup, to maintain control during difficult interview situations, and improve their broadcast performance. This half-day session assesses video taped role-play interviews, helps the delegates prepare for negative interview situations, and works on responses to ensure the key messages are picked up in the press. For up to 4 delegates.

Deliverables A 3-hour media session at your offices or at a local venue with practical discussions, videoed and reviewed role play interviews, and a follow up report and recording for each individual delegate.

Prerequisites Some experience with media interviews and a good understanding of the key messages and communication aims of the company is essential.

Media Training: The Director's Cut

(course code: MT-DIRECT01)

Duration 2 hours

Purpose to prepare senior executives to handle their role as a company spokesperson, to provide guidance on chairing press conferences and media roundtables, and to cover interview skills during crisis situations.

Overview A fast-paced one-to-one coaching session for senior management covering how to use PR opportunities to the company's advantage. Incorporating presentation skills, media training role-play and guidance on chairing key media conferences and events, this 2-hour course is popular with board level executives who require training and consultancy to build on their existing experience. It provides an overview of what to expect from your PR agency, how to handle media interviews, coping with the media during a crisis, and how to chair media roundtables and press conferences with confidence.

Deliverables A 2-hour session at the executive's office or at a local venue with practical discussions, videoed and reviewed role play interviews, and a follow up report and recording for the individual delegate.

Prerequisites No prior experience with the media is needed although delegates would require director-level leadership experience.



“Energetic and committed communication specialists. If you need to get to grips with promoting your business, look no further.”

Barbara Greenway, Head of
New Media Business Operations, BBC

“Enormously experienced, invaluable mentor, full of charisma and incredibly bright. It is hard to summarise the true meaning of having a Wordville mentor, but the impact and approach is clearly unique.”

David Francesconi, Italy Manager, Badoo

COURSE OVERVIEWS

MEDIA RELATIONS AND PR SKILLS FOR IN-HOUSE STAFF

In-house PR Skills – Introduction

(course code: PR-INBEG01)

Duration | day

Purpose to build the skills of the in-house PR team to create effective and compelling media material and understand how elements of the PR toolkit can be used to promote the company through the media as part of the marketing mix.

Overview A useful course for in-house professionals that have recently been given responsibility for PR activity. This full-day session uses interactive exercises and theory to build the delegates' understanding of the media's needs, reviewing key debates in the media, creating press releases and other media material that is needed to reach out to audiences through the press. For up to 10 delegates.

Deliverables A full-day media session at your offices or at a local venue with practical discussions, copywriting exercises, and a workshop to build the foundations of a PR programme. Session notes will be provided following the course for all delegates.

Prerequisites An understanding of the key messages and communication aims of the company. No prior experience with the media is essential.

“Wordville's brainstorming session helped us gather a mountain of ideas into a workable plan of action. A very clever session that was vital to start our marketing campaign.”

Kirsten Hemingway-Arnold,
Director, lifeworklife.co.uk

In-house PR Skills – Intermediate

(course code: PR-ININT01)

Duration | day

Purpose to provide marketing and PR professionals with an in-depth look at the media, what you need for a PR toolkit and media outreach, how to manage a PR agency, planning press conferences and media tours and measuring PR success.

Overview An interactive session for members of an organisation's marketing or PR team providing an in-depth understanding of the needs and processes of today's national, local, broadcast, online and trade media. Practical exercises on creating compelling news material, building a PR toolkit, arranging press conferences, media tours and roundtables, securing management buy-in, handling requests, and reaching out to the media to benefit your business's growth. Using messaging workshops and management techniques to gain the skills to drive a measureable PR campaign using in-house and external resources. Up to 6 delegates.

Deliverables A full-day media session at your offices or at a local venue with practical discussions, copywriting exercises, and a workshop to kick off a successful PR programme. Session notes will be provided following the course for all delegates.

Prerequisites A good understanding of the key messages and communication aims of the company. Marketing or sales experience required as well as professional marketing or PR written examples. No prior experience with the media is essential.

In-house PR Skills – Advanced

(course code: PR-INADV01)

Duration | day

Purpose to provide experienced PR professionals with skills required to build a strategy that incorporates multiple markets, to resource and budget for a multifaceted PR campaign and to measure its success. Covering crisis management processes, selecting a PR agency and communication partners, and how to localise messaging to appeal to media across different markets.

Overview An in-depth discussion and workshop into the skills, techniques and tools needed to build, resource, measure and maintain a successful international media campaign. Sharing practical guidance and tools to plan, control and deliver a communication programme that builds on its success and delivers business benefits. With an opportunity to review existing PR activity, assess the competitive landscape, and brainstorm the next steps for the ongoing programme. Up to 4 delegates.

Deliverables A full-day media session at your offices or at a local venue with practical discussions, brainstorming exercises, and a workshop to fine-tune the strategic skills of senior PR professionals. Session notes will be provided following the course for all delegates.

Prerequisites Experience managing local PR campaigns that involve an in-house or agency team. An excellent understanding of the key messages and communication aims of the company. Line management experience essential. Some prior experience managing media relations is required.

COURSE OVERVIEWS MEDIA RELATIONS AND PR SKILLS FOR AGENCY STAFF

Agency PR Skills – Intermediate

(course code: PR-AGINT01)

Duration 4 hours

Purpose to provide members of a PR agency team with an opportunity to improve their consultancy skills, their understanding of the media, and their ability to deliver successful media relations programmes to their clients, on time and on budget.

Overview An no nonsense session for PR professionals to understand what a customer wants, how PR works within the marketing mix and how to create stories that appeal to target markets. Covering the tools and skills required for planning and delivering press conferences and media tours, how to report and measure to demonstrate success in a way that matters to the client, and how to handle the daily demands on your time. An in-depth look at the media is provided and this course challenges the delegates to get to grips with the clients' business needs and translate those into PR actions. Practical exercises on creating compelling news material, building a PR toolkit, securing customer buy-in, handling requests, and reaching out to the media. Up to 6 delegates.

Deliverables A half-day media session at your offices or at a local venue with practical discussions, copywriting exercises, and business skills. Session notes will be provided following the course for all delegates.

Prerequisites A good understanding of the media and experience creating media material and selling in stories. Experience as part of a client-facing team, managing tasks within a PR project or campaign. For Senior Account Executives and above.

Agency Advanced PR Consultancy

(course code: PR-AGADV01)

Duration 4 x 45 minute sessions per month over the course of 6 months.

Purpose to improve the management skills of senior members of a PR team, providing extended mentoring in order to build skills in strategy, new business, leadership, resource utilisation, financial planning, presentation skills and negotiation.

Overview A professional mentoring programme for agency PR professionals to draw upon successful management, sales and marketing, and leadership models to build on a consultant's talents and experience and improve the servicing to clients and their business line's profitability. During the 45 minute session each week the delegate will work with an experienced consultant on ongoing projects, issues, and challenges.

Deliverables A 45 minute one-to-one mentoring session at your offices or by telephone with practical discussions, skills development exercises, and ongoing support of real life business situations. Business tools, templates, and reviews will be provided for the delegate each month over the course of the six-month programme.

Prerequisites At least three years experience in a management position with some responsibility for staff development, resourcing, new business, crisis management, and development of PR strategy. For Account Directors and above.



Other Training Courses

– details available on request

Handling Broadcast Interviews

(course code: MT-BROAD01)

European PR – Managing an International Campaign

(course code: PR-AGGLOB01)

Breaking into the UK Market

(course code: PR-INUKMAR01)

Consumer PR

(course code: PR-INCONS01)

Writing for the Media

(course code: PR-AGWRIT01)

Agency PR Skills Introduction

(course code: PR-AGBEG01)

Public Speaking & Presentation Skills

(course code: PR-INPRES01)

Train the Media Trainer

(course code: PR-AGTTT01)

Technology PR

(course code: PR-AGTECH01)

Publicity and Personal Profiling

(course code: PR-AGPUB01)

Online Relations

(course code: PR-AGONL01)

Investor Relations

(course code: PR-AGIR01)

Internal Communications

(course code: PR-ININC01)

Workshops and Brainstorming

(course code: PR-INWORK01)

Wordville Limited,
13 Church Street
London NW8 8DT
+44 (0) 207 725 9798
+44 (0) 7817 892 217

info@wordville.net

www.wordville.net