

TAILORED MEDIA SKILLS TRAINING FOR COUNCIL MEMBERS

*From the introductory to the advanced -
our one-day programmes make a real difference...*

Our courses include:

- **Introductory** - Using the Media Safely and Effectively
- **Intermediate Refresher** - Better Arming Your Spokespeople
- **Advanced** - Media and Presentation Skills

Senior councillors deal with the media on behalf of the council. The benefits of them doing so as effectively as possible - with chief officers and communications staff - are immense and far reaching.

Verve Communications has developed a package of successful, cost-effective training interventions for new and experienced Members to freshen up with new skills and knowledge. Programmes are flexible and are tailored to your circumstances.

Participants will:

- Be equipped to promote and defend the reputation of your authority
- Understand how media relations work in a local government context
- Have the skills they need to manage these increasingly complex interactions effectively.

Learning is adapted to the size of the group, including one-to-one intensive training. We also offer similar sessions for chief officers and other staff, including 'Expert Classes' for communications staff.

*...enjoy better coverage and spend less
Member/officer time and angst getting it!*

Introductory - Using the Media Safely and Effectively

9.30	Welcome - Objectives for the day
9.40	A statutory and practical overview of local government media relations
10.00	Defending your Council's reputation: reacting quickly, safely and effectively
11.00	Coffee
11.15	Exercise: Devising good quotes and clearing better press releases
12.30	Lunch
1.30	Feedback from morning session
1.35	Exercise - Preparation: The Council's line - arming the spokespeople
2.00	Exercise - Practical: Doing interviews - telephone and broadcast
3.00	Tea
3.15	Exercise - Practical: More interviews and feedback
4.15	Review of the day
4.30	Close

Intermediate - Better Arming Your Spokespeople

9.30	Welcome - Objectives for the day
9.40	What makes the news in a local government context: an overview
10.00	Defending your Council's reputation: reacting quickly, safely and effectively
10.30	Exercise - Preparation: The Council's lines - arming the spokespeople
11.00	Coffee
11.15	Exercise - Practical: A journalist calls, telephone and TV interviews
12.30	Lunch
1.30	Feedback from morning practical
1.45	Hitting the headlines for the right reasons! An overview
2.00	Exercise - Preparation: Devising a campaign
2.30	Exercise - Implementation: Making quotes, headlines and soundbites
3.00	Tea
3.15	Exercise - Practical: More TV interviews
4.15	Review of the day
4.30	Close

Advanced - Presentation and Media Skills

9.30	Welcome - Objectives for the day
9.40	Using the media to boost your Council's reputation - Advanced techniques overview
10.30	Exercise 1: Planning your big idea
11.00	Coffee
11.15	Applying advanced techniques: Live, filmed interviews and playback
12.30	Lunch
1.30	Feedback from morning practical
1.45	Exercise 2: Preparing for Interview
2.00	Doing it better: More live practical practise and feedback
3.00	Tea
3.15	Presenting yourself: addressing different audiences, public speaking
3.30	Exercise 3: Preparing and delivering speeches
4.15	Review of the day
4.30	Close

Location

Verve can provide training on your premises or other location of your choice, or can book appropriate accommodation for you (and invoice accordingly). We recommend that the training takes place away from base to avoid the participants being distracted and easily called away. Two training rooms are required.

Trainers

Our trainers have extensive knowledge in the field.

John Harrison is Verve's leading trainer. He is supported by other members, of the Verve team together with a full broadcast crew to ensure all media scenarios are realistic and challenging. John has unique and extensive experience of local government and the media from both sides of the fence. He was a leading councillor in a large authority until 1994, before progressing his media career which now spans 12 years as journalist, editor and senior media relations practitioner and consultant/trainer.

John has a wealth of knowledge gained from both managing council press departments and at a national level, including two years at the Local Government Chronicle, and three years at the Local Government Association where, working closely with members of all political parties as head of the press team, he was credited with a significant boost to the profile of the organisation. John is a Licensed Practitioner in Neuro Linguistic Programming, the revolutionary learning improvement technology, which makes learning enjoyable and effective.

Catherine Palmer is an experienced media producer and trainer, working across numerous local authorities as well as a portfolio of blue chip private sector clients. Catherine's career started in photography, exhibiting her own work before moving in media lecturing. For the last six years, she's been producing broadcast and corporate productions across sectors, with her artistic eye for visual detail and creativity bringing a different perspective to her materials.

At the same time, she's led numerous successful media training courses for senior executives and local politicians, which focus on providing real life practical scenarios, drawn from her extensive development and production experience.

Number of delegates

A maximum of 10 participants is recommended.

Each participant will receive full documentation to support their training, including individual VHS copies of all presentation and media exercises.

Costs

Full day courses for up to 10 cost just £2,250 plus VAT.

Favourable rates can be negotiated for multiple bookings.

Charges for customising courses can be negotiated, depending on your requirements.

To Book

To book one of Verve's programmes, or have John and his team work with you to customise training for your council, call Leon Panitzke on **020 7430 8835** or email him at **Leon.Panitzke@vervecommunications.co.uk**