



COMMUNICATIONS

**Issue & Crisis
Management**

**Public
Diplomacy**

**Training &
Consultancy**

Senior Management One-to-One Coaching

Number of delegates per session:	1
Pre-requisite training required:	Basic media training
Instructional time required:	4 hours
Resources provided by CB3:	1 x Instructor, 1 x Cameraperson, camera and ancillaries, laptop, mobile telephone, handouts
Resources required by CB3:	Delegate details ¹ – name, role, specific issues of media interest. 1x room, one telephone (landline)
Proposed programme for session:	
1 hour	Refresher: basics of media interviewing
	KLPs ² : Types of interview – Live/recorded/'As Live', face-to-face, telephone, 'down-the-line', bridging technique, headlining, appearance, voice, 'ground rules', body language, ownership, journalistic tricks
1 hour	Issue specific analysis ³
4x30 minutes	Individual practical interviews (style as required ⁴) and debriefs

Notes:

1. Delegate details required 1 week prior to training session, to be provided in accordance with CB3 Training Requirement Questionnaire.

2. KLP refers to Key Learning Point.

3. Corporate Communications required to supply as much background to emerging issue(s) as possible. It will be assumed that the lead Media and PR Officer will have conducted preliminary interview planning, lines-to-take and message construction. CB3 will conduct independent research on the issue and provide issue analysis.

4. Interviews may be tailored to a specific need - i.e. in preparation for a specific forthcoming interview, or several different interview styles focussed on one specific issue.