

Engaging the Media with Confidence - Thursday July 29

Refresh, enhance and practice your media handling skills

With public and private sector accountability, finance and performance in the media spotlight more than ever before there has never been a better time to sharpen your skills at managing and engaging with the media. This workshop will show how effective media management can protect and enhance your organisation's reputation and will give you key skills to effectively manage the media if your organisation is in the spotlight.

7Media is a partnership between Shropshire's Premier video production company 7 Video and Ray Hatley who is an award winning journalist and copywriter.

Ray is known for his work as an advertising and marketing copywriter, script writer and media trainer for some of the world's best known companies. Clients include:

BBC, Microsoft, Canon, HP, AstraZeneca, Sumitomo Banking Corporation, Adobe, Yahoo and AOL

Ray cut his teeth in the newspaper industry working as a business and technology writer for some of the biggest names in UK publishing. Clients include:

The Times, The Telegraph, The Financial Times, The Mail, The Mail on Sunday, The Mirror, The Guardian, Newsquest Media Group and News International

The media master class will include plenty of hands on experience using real TV/radio equipment. The group is limited to just 6 delegates.

What will be covered?

The master class will show you how to make the most of good news, prepare effectively for bad news, and give you simple tips and techniques for media interviews.

What will you gain from attending?

- Better understanding of how to win positive media coverage
- How to make your organisation media friendly
- Tips for handling media enquiries
- Advice to set up and implement an effective media handling protocol
- Top tips to help you prepare for and handle a crisis in the media
- Making the most of good news and using it to promote your organisation's reputation
- Chance to take part in REAL (but safe) interviews with a professional journalist using professional broadcast camera equipment and studio lighting.

- Plan where to go from here - developing your communication strategy

When?

Thursday 29th July 2010

Time?

Arrive 9.15am for 9.30am - 4.30pm

Where?

Shropshire Chamber HQ, Stafford Park 4, Telford TF3 3BA

How much does this workshop cost?

£250 plus VAT to include lunch

Once you have booked your place 7 Video we will send you directly an invoice.

Remember, places are limited to 6 delegates

[Back to course index](#)

Event dates:

- 29th July 2010

Event prices:

- £250.00 (members)
- £250.00

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