

Full details [here](#)

Media Training - London

Date: Tuesday 14th February 2017 10:00 -16:00

Location: St. Luke's Community Centre, 90 Central St, EC1V 8AJ

Full Details:

www.talkaction.org

Bookings:

0207 324 4775

Email:

training@talkaction.org



A truly inspiring day of training to give you the tools to promote the work you do and your organisation.

Learn how to improve your communication and journalism skills to create positive media interest (national, local, specialist and social media) and gain public support.

'Informative, thought provoking and confidence building.'

Catriona Hay, Hampshire County Council

'Training on messaging and communication was spot on. I now have a tool for life for future communications plans.'

Anna Birney, Forum for the Future

'A greater understanding of working with the media. Very informative.'

Esther Barlow, 10:10

Photo: Graur Codrin

Upcoming Talk Action Training:

Volunteer Management Training
Management Training

London, 24th January 2017

London, 14th March 2017

TALK ACTION
Equality - Opportunity - Diversity



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A truly inspiring day of practical media training to give you the tools to successfully promote your work and your organisation. This short course teaches how to improve your communications to create positive media interest (national, local, specialist & social media) and gain public support.

“Very enlightening and informative on how to successfully engage media.”
Jennifer Carr, Oxford City Council

“Training on messaging and communication was spot on. I now have a tool for life for future communications plans”
Anna Birney, Forum for the Future

Participants will understand how to prepare and package media stories and examine any issues that might arise. You will learn how to communicate your story in a way that sets the media agenda, positively promotes your organisation and improves public relations.

During the day you will look at how to make the media work for you. You will understand how media and journalism can increase the success of your campaign.

The training day includes:

- What makes a story; when and where to place stories
- Knowing your audience
- Accessing, influencing and inspiring different demographics
- Messaging methods to feel confident in constructing media stories
- Media processes as you develop and ‘sell’ your story
- Writing skills (press releases, comment pieces, newsletters, publicity & letters to the editors)
- Social & digital media as a messaging and campaigning tool
- Dealing with negative media (crisis management)
- Feeling confident in developing and evaluating a media plan

Who should attend:

The course is designed for people working at local, national or international level. The programme will help local government, not-for-profit, NGOs, Social Enterprises, NHS staff or a business looking to maximise the impact of their media activity. Whether you’re an experienced media officer looking for new ways to work or you’re looking to start a new media campaign, this day will give you the support you need.

Costs

£425: Corporates & Large Businesses

£338: Large Charities, Small Businesses & Public Sector

£195: Smaller Charities (under 15 staff) and Individuals

Bespoke/Tailored courses can be arranged for groups at a date and location to suit you.

Concessionary rates are available for students, pensioners and the unemployed. Please contact us for further details.

Prices include a hot Mediterranean buffet lunch & Fair Trade refreshments.

For bookings and information please contact us:

Tel: 0207 324 4775

Email: training@talkaction.org

“Thank you for the quality of tuition which I put into immediate action...press releases resulted in TV broadcasts”

Simon Bates, Natural England

“Focused and fun”

Ann Finalyson, Director, Sustainability and Environmental Education SEEd

“An excellent overview of the ways in which the media can be engaged with climate change messages”

Debbie Bird (Freelance Consultant)