

# Media Training

Tailored coaching for confident interviews on TV, radio and the press



**A media interview is not for you to answer journalist questions. It's an opportunity to get your message across, and help the journalist create an interesting story. When you prepare for media encounters use a trusted guide to show the best way to get ready.**

## Who Is This For?

If you have something to say, make sure it gets across clearly. Going into a media interview without careful preparation is folly. Not only should you be prepared for the difficult questions, but you should understand how journalists work.

Whether you have a big announcement, or you want to be ready for a chance journalist encounter, you should be prepared.

From CEOs to junior managers, everyone in a team should understand how best to deal with the media.

## What is in a Media Training Programme?

Clients who benefit from our services range from global law firms to leading housing organisations; from international banks to small private companies.

With this training you will:

- Give compelling, confident interviews
- Understand how journalists work
- Know how to prepare properly
- Control the interview
- Avoid trick questions and journalist traps
- Perform strongly on TV and the radio

By role-playing your interviews with a seasoned journalist you get extensive practice to build your skills, understanding and confidence. You will see immediate and lasting improvements.

## What Makes Us Different

Why do we stand out?

Four things:

- 1) Expert journalist trainers
- 2) Tailored training programmes
- 3) Practical no-nonsense approach
- 4) Immediate long lasting skills

That's why some of the most successful companies use us.

## Who is Benjamin Ball Associates?

Benjamin Ball Associates is a team of presentation specialists, media experts and trainers. Leading companies use Benjamin Ball Associates to make sure their media encounters are clear, concise and risk free.

Your media trainers are all experienced journalists who have had many years advising senior executives how to best handle the media.

## Call Now to Discuss Your Needs

Your training is tailored to your exact business needs. No two assignments are the same. Whether you need a single intensive half-day or a long-running international training programme, we can help.

We work where and when you need us.

It all depends what you want and how we can best help you.

Call Sarah, Ben or Louise today to discuss your needs.

## What Our Clients Say

“ **Good value, and highly recommended** ”  
Paul Farrow, Director, Fishburn Hedges

“ **The follow up and after care are exceptional** ”  
Gemma Godfrey, Investment Committee Chairman, Credo Capital

“ **Definitely use again and highly recommended** ”  
Nick Rogers, CEO, IPSO Ventures plc

## Call us today

+44 (0)845 676 9766

Email [info@benjaminball.com](mailto:info@benjaminball.com)

Our clients include

Deutsche Bank



Investec

Miele



OLSWANG