



Mediazoo

Centre for Strategy, Story and Training

Course Brochure

Next-Level Media Training

How to deliver for your business

Most media training tells you how to sit, speak clearly and use positive body language. Our Next-Level Media Training does that, but so much more.

We equip your spokespeople with a process that ensures the interview is leveraged as an effective business tool, and we give them the techniques they need to win even the toughest interview.

We work with your people to build credibility. You want spokespeople, not spi-doctors, so we show them how to answer even the most difficult questions while seamlessly delivering your business story.

We work with your spokespeople to build confidence. Some like to hire an ex-TV News anchor and see them give your people a tough grilling.

But if you want to equip your people with the skills and confidences to perform under pressure, then experienced trainers are essential. Our media trainers have all been senior national-level journalists and spent years preparing spokespeople for interviews.

We conservatively estimate that we've put two thousand clients in front of journalists. There's a reason clients come back to us time and time again: our training is proven in the real world.

Key Learning Outcomes

- Build a compelling StoryHouse.
- Understand the strategy behind delivering your story to the media.
- How to control an interview.
- Film practice interviews and receive expert critiques.

Delivery Method

In-person or remote

Duration

3 hours

Audience

All stakeholders

Communication for Senior Leaders

Building trust and confidence through

Leaders spend most of their professional lives communicating: face-to-face, on the phone, on Zoom, by email, in presentations and on film.

This full-day course pulls together our full spectrum of communications theory, combined with deep insights on personal impact, to help your senior leaders understand their own impact, and give them the tools to make the changes that are right for them.

How do you build trust in a team? How do you inspire your people? How do you empower them with the confidence to make the right decisions? It all comes down to how you communicate.

We start by thinking about communication as a tactical business tool to deliver strategic business outcomes. We look at how to work out what to say, and how to say it.

We give you repeatable processes that work for everything from a 1-2-1, to a Town Hall to a conference speech. We combine these with the essentials of personal impact: listening and empathy; feedback skills; coaching; warmth and competence; leadership styles.

Key Learning Outcomes

- How to use different communication channels as a business leader.
- How to use communications as a tactical business tool to deliver strategic business outcomes.
- How to build trust and authenticity.
- Master personal impact.

Delivery Method

In-person

Duration

3 hours

Audience

Senior stakeholders

Broadcast Training

TV, radio, down-the-line, 1+1 and all that jargon

Broadcast can be the most impactful way to reach your audiences.

It is also a high-wire act that is not for the faint-hearted...or the untrained.

We have prepared clients to appear on almost every UK television and radio news outlet, and we are one of the UK's corporate video production companies.

This course will prepare delegates for whatever lies in store for them.

We cover everything from 1+1 interviews, down-the-line and radio interviews to panel discussions, combative interviews and market commentary.

We'll show you how to ensure your story can be told in the compact, focused way that is essential for broadcast. We'll explain how to manage your body language and voice for maximum impact.

Key Learning Outcomes

- Learn the techniques needed for your specific media scenario.
- Understand the strategy behind delivering your story to the media.
- Film a practice scenario in our in-house studios.

Delivery Method

In-person

Duration

3 hours

Audience

All stakeholders

The Strategy & Story Session

Using the StoryHouse for Strategic Storytelling

It's easy to explain something in thirty minutes. It's extremely difficult to do it in thirty seconds, while driving a clear, strategic purpose.

This session is the essential foundation for ensuring your communications are an effective business tool.

From media interviews to new business pitches, presentations to empathic leadership, and social media to film – it all starts here.

These sessions are led by our Senior Media Counsel, who have been national-level journalists and have many years of experience writing powerful stories for businesses.

They will take you on a deep dive into your project, and lead you through all the complexities, perspectives, challenges and opportunities.

With a clear focus on audiences and outcomes, you will emerge with powerful messages that have a clear strategic purpose at their heart, moulded into a compelling narrative that will help achieve your business goals.

Key Learning Outcomes

- Find a compelling and memorable way to set out your strategy.
- Focus on audiences and outcomes, making it more likely your strategy will land.
- Ensure consistency across all communication channels.

Delivery Method

In-person or remote

Duration

3-hour session

Audience

Mid to senior stakeholders

Crisis Communications for Spokespeople

Navigating the toughest of interviews

There are few tougher interviews, and none more important, than those given during a crisis.

No-one wants to be addressing bad news, but it's essential to do so in order to gain share of voice and help shape the narrative. Our team have all worked with clients managing high-profile crisis situations where the future of the business was in question. They have all also been investigative journalists themselves before joining Media Zoo. So they know the situation from both sides.

This is important for your spokespeople: we develop credible and testing scenarios and the communications techniques we teach have been proven in the real world.

We typically doorstep delegates as they arrive. This is the most difficult interview there is, and we show you how to handle the situation whilst maintaining dignity and credibility.

We move on to holding statements, both with and without taking questions. And we finish with either a press conference or 1+1 interview.

By the end of the session your spokespeople will have the tools they need to successfully navigate the toughest media interviews.

Key Learning Outcomes

- How to successfully navigate even the toughest interviews.
- How to deal with doorstep interviews.
- Realistic scenarios, tough interviews on camera, expert critiques.
- Examples of real-world good and bad practice.

Delivery Method

In-person

Duration

4 hours

Audience

Senior stakeholders

Crisis Communications Masterclass for PR Teams

Getting through the first 24 hours

Our team at Media Zoo has managed the communications in a huge range of crisis situations.

From events that never made it into print, to reports by single print and broadcast outlets, to incidents that garnered on-going national and international coverage.

We've worked with many businesses and organisations to upskill their communications teams, so that they are ready to handle a crisis when it hits.

On this full-day course, we design a rolling scenario that is realistic for your team.

We build in points where they need to make decisions, based on varied and complex information. We then test those decisions in interviews that are filmed and played back.

We cover how to handle doorstep interviews, holding statements, press conferences and 1+1 interviews.

We share repeatable processes that can be used to write statements fast.

We think about a whole host of crucial issues and cover how to work with journalists, how to utilise social media, and how to think about rebuilding reputation.

Key Learning Outcomes

- Navigating a challenging, evolving, realistic real-world scenario.
- Drafting holding statements, press releases and other collaterals in times of crisis.
- Preparing spokespeople for challenging interviews.
- How to manage the press and get on the front foot.

Delivery Method

In-person

Duration

7 hours

Audience

All stakeholders, specifically comms teams

The Crisis Manual

The least interesting book on your shelf...until it becomes the most essential book on the shelf

A crisis communications manual is a key document to get any organisation through the first hours of a crisis. The act of writing one serves as an audit of crisis preparedness at your business.

We have written crisis manuals for many clients, and we have a clear view on the most effective format:

Strategy

It's easy to lose sight of strategy during a crisis and become bogged down by tactical responses. It's crucial to consider in advance the strategic approach to any crisis situation.

Procedure

Working with you, we'll ensure the procedure is easy to follow and quick to read, whilst encompassing everything needed for your business and what will be effective in a crisis.

Draft Statements

We'll work with you to identify the most likely crisis scenarios and for each list the potential impact, audiences and routes to market, write a draft holding statement and draft a StoryHouse.

Contacts

This is the section where we identify key players, both leads and back-ups, for every person's role in a crisis.

Key Learning Outcomes

- Work through and establish a robust communications process that will deliver in challenging times.
- Use our definitive checklist to identify everyone from spokespeople through to sign-off authorities.
- Identify a range of possible scenarios, highlight audiences and stakeholders, and prepare holding statements.

Delivery Method

In-person or remote

Duration

Ongoing

Audience

Senior stakeholders

Public Speaking, Panels & Powerful Presentations

Start with a story and the slide decks will follow

Many people approach public speaking with a focus on body language when they should be focused on a great story.

The single biggest impact on body language is confidence in what you are going to say. You can't give a great speech, presentation, or panel performance, without a great script.

Of course, our training covers body language, voice, authenticity, and tone. But first we focus on structure and story.

We build a StoryHouse, ensuring your public speaking engagement has a business and audience focus.

We look at how to build in vision, hope and emotion – how to inspire by speaking to the head and the heart.

We also look at how to use Hollywood movie structure to shape your anecdotes for maximum impact.

We then introduce you to our Powerful Presentation Structure. This gives you a simple, repeatable and highly effective structure that can be used for any speech or presentation. This is a proven format that will captivate your audience and keep them hooked, whether you're speaking for two minutes or twenty.

Key Learning Outcomes

- How to shape a powerful and memorable presentation.
- How to use Hollywood movie structure to make personal stories sing.
- Master body language, authenticity and tone.
- How to hold an audience, in person and online.
- How to handle Q&A sessions.

Delivery Method

In-person

Duration

3-hour session or 6-hour session, depending on number of participants

Audience

All stakeholders

Speaking to Camera

Stiff Scripts = Stiff Execs

We regularly work with executives who want to be more natural on camera. Without fail, they think they need lessons in body language. However, more often than not, it's the script that's causing the problem.

Writing for the screen is very different to writing documents that are designed to be read. The language, punctuation and structure all have a direct impact on how you come across on screen.

In this session, we start by looking at how to write for camera. This means not only writing in a style that mimics natural speech, but also structuring the content into a compelling narrative that the audience can follow with ease.

We then move on to reading from autocue, with practical exercises that will get your executives comfortable with talking directly to the camera.

Finally, of course, we look at body language, tone, voice and so on. But by this point, with an effective style and structure in place, combined with the confidence of knowing how to work with an autocue, body language tends to be more about a few final polishes.

Key Learning Outcomes

- How to write for camera – essential to coming across as natural.
- Work with experienced network TV producers.
- Use professional equipment in a studio setting.
- Master body language, tone and voice.

Delivery Method

In-person

Duration

3 hours

Audience

All stakeholders

Support, Value and Inspire

Empathic Leadership in Challenging Times

The *Just Do It* approach will get you so far as a leader. But if you want your team or organisation to take the next step, *Just Do It* just won't do.

We have combined the insights of our communications and leadership experts, to create this high-level leadership programme.

We believe that changing the conversation, and changing how you communicate, has real impact on performance, resilience, morale and the bottom line.

What impact do you really have on your people? Using our hi-tech filming techniques, we can show you exactly.

What stories do your team tell about you when you aren't around?

We can help you ensure they are telling the stories you'd like them to tell.

How can you help your people to feel Supported, Valued and Inspired, in a way that is faster and way more effective than *Just Do It*?

We'll show you how.

This programme will give you the tools you need to be a compassionate and empathic leader in the most demanding commercial environment.

Key Learning Outcomes

- Understand your personal impact.
- How to shape the stories others tell about you.
- How to help your team feel valued, supported and inspired – in less time than Just Do It .
- How changing conversations can transform your business.

Delivery Method

In-person

Duration

1-2 days

Audience

Mid to senior stakeholders

Pitching: Strategy & Training

Best Story Wins

We were hired to help a multinational company that had stopped winning new business.

We looked at their pitch deck and understood why: sixty slides, filled with tables and charts, details and small print which all proved they were undoubtedly the best in the world at what they do.

But they were talking to the head, not the heart.

They had confused a pitch with due diligence.

We designed ten new slides, without tables, charts, details, or small print, but with a compelling story. The original deck became a leave-behind, and we trained their people to be able to engage audiences from the first moment to the last of every pitch.

The client started to win new business again.

We can work with you to make your pitches shine.

Key Learning Outcomes

- How to create a compelling pitch.
- Ensure your pitches speak to both the head and the heart.
- Help your people to be engaging, authoritative and authentic when they pitch.

Delivery Method

In-person

Duration

3-hour session

Audience

All stakeholders

Responding to Investigative Journalists

How to respond to the call no-one wants

From BBC Breakfast to Newsnight, the Daily Mail to The Times, Watchdog to Panorama, we've helped clients with difficult issues across Tier 1 print media, TV & radio, trade media and online publications.

Our Senior Media Counsel have all been investigative journalists, so they have a unique insight into how journalists work. They also have extensive experience of managing investigative journalists on behalf of clients.

We have developed an effective process that at worst limits the downside and at best results in the story being pulled.

On this intensive one-day course, we have a trainer, plus a 'journalist' that the delegates only ever speak to on the phone. We take them through a realistic rolling scenario, from first contact through to final publication.

The day includes relationship building with your journalist, fact-checking, using critical context, getting the information you need, awareness of different regulatory regimes and managing audiences ahead of publication.

By the end of this course, your people will be ready to manage even the most aggressive investigative journalist and limit the impact on your organisation.

Key Learning Outcomes

- Navigating a challenging, evolving, realistic real-world scenario.
- How journalists can be a useful source of intelligence.
- When to play good cop, when to play bad cop, and how to manage the press.
- Preparing spokespeople for challenging interviews.

Delivery Method

In-person

Duration

6 hours

Audience

All stakeholders

Shaping and Presenting Webinars & Podcasts

Looks like a relaxed chat (but most definitely is not)

Lockdown spurred a huge rise in the number of companies producing webinars and podcasts.

This presents a new range of challenges, and we have a proven process to help you navigate them.

As with all the best communications, we start by building a StoryHouse to get your messaging sharp and strategically focused.

Next comes structure. We have created a structure that ensures your webinar or podcast speaks to both the head and the heart; it ensures your participants all know where they are during the session and where they're going next.

This empowers them to ditch a script and work from bullets, making their conversation natural without losing focus or structure, and ensures the audience enjoy a relaxed, confident webinar or podcast that is clear, focused, informative and engaging.

We show you how to easily reshape StoryHouse into the webinar & podcast structure, how to work as a team to navigate that structure during the webinar, and how to create the right tone for your audience.

Key Learning Outcomes

- How to shape a powerful and memorable webinar.
- Master body language, authenticity and tone.
- How to come across as relaxed and natural, whilst ensuring you land your key messages for the business.
- How to handle questions from the audience.

Delivery Method

In-person or remote

Duration

4.5 hours

Audience

All stakeholders

Effective Media Interviews in Good Times and Bad

Good news, bad news and ambush interviews

This is our all-inclusive full-day immersive session for senior leaders.

Previous delegates have included CEOs, board-level directors, mid-senior leaders, Chief Constables, Directors General, senior military officers and civil servants.

The day is a combination of our Next-Level Media Training and Crisis Communications for Spokespeople courses.

We like to start with doorstep interviews, greeting a small number of unsuspecting delegates with a journalist and camera crew as they arrive. This wakes everyone up and gets the day off to a high energy start.

The day is built around one evolving scenario, developed bespoke to ensure it is realistic for your delegates.

We will shape the day to meet your needs, but it typically includes the StoryHouse, 1+1 interviews, press conferences, good news interviews, crisis interviews, case studies, and a clear strategic process at every stage.

Key Learning Outcomes

- How to use a StoryHouse to create an effective, strategically-driven narrative.
- How to control interviews in even the toughest circumstances.
- How to handle doorstep interviews.
- How to manage and work with the media in times of crisis.
- Master body language and tone.

Delivery Method

In-person

Duration

7 hours

Audience

Mid to senior stakeholders

Team Building Away-Days: Crisis Management

Nothing brings people together like a crisis

At Media Zoo we are specialists in crisis communications, and we can use this real-world experience to give your teams an exhilarating and unforgettable day.

How would the teams manage a fire on an off-shore rig, or a product failure that threatens public health, or a scandal that threatens to de-rail an entire business?

We design a fictional but realistic crisis scenario that unfolds in real-time. Every team is briefed with the essential information they need to tackle the crisis, and at every stage teams need to make decisions about what action to take.

Every decision has consequences...

Teams also have to manage the media, with camera crews waiting to challenge them even as they arrive for the day. Each team also has to give a media interview to explain and justify their actions, which is then played back to their peers.

This not only ensures teams make their decisions with careful thought, but is also great fun for all involved.

These team-building days are fantastic for bonding, building trust and respect, and for learning essential communications techniques that will help all participants in their day-to-day jobs.

Key Learning Outcomes

- Have a great time working together to manage a crisis whilst building trust and respect between your people.
- Learning essential communications techniques for team building and speaking to the media.
- Learning how to work together for positive outcomes in challenging circumstances.

Delivery Method

In-person

Duration

7 hours

Audience

All stakeholders

Team Building Away-Day: Doing the Right Thing

A day that tests courage, integrity and collaboration

Business is complex and decisions are rarely straightforward.

Competing and often contradictory pressures can create challenging situations where it can feel like there is no right answer.

On this away-day, your people work in teams to manage a fictional but realistic scenario that develops in real time.

At set points, each team has to choose a course of action in a situation where every choice is complex and comes with consequences.

Their choices are tested in media interviews that are filmed and played back to the group, ensuring that each team thinks carefully about their options.

These team-building days are great fun and will bring your team together as they grapple with difficult decisions that require the consideration of commercial, moral, legal and values-based issues.

Along the way they will discover techniques for deciding what is the right thing to do, as well as learning communications skills that will stand them in good stead in their day-to-day jobs.

Key Learning Outcomes

- Have a great time working together to manage a crisis whilst building trust and respect between your people.
- Learn essential communications techniques for team building and speaking to the media.
- Learn a framework for deciding how to do the right thing in a complex world with competing priorities.

Delivery Method

In-person

Duration

7 hours

Audience

All stakeholders

Let's work together

For further information and pricing please

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