

Sample Programme

Full Day Course for up to 8 persons. Course can be extended slightly to train additional participants (up to 10 only)

- 0915 – 0930** Introduction and Objectives
- 0930 – 1030** Discussion, presentation, examples.
Current media approach to shipping.
Citizen journalism and the new media landscape.
The ART of successful media response
The ‘20 Questions’ – Shipping’s FAQ.
Advanced media engagement techniques / Best practice.
Your rights in the studio.
How to prepare/key messaging.
- 1030 – 1045** Coffee break / Introduction to scenario
- 1045 – 1145** Breaking news. The telephone rings.
You know nothing? You know something?
How much do you say? How do you close the call?
- 1145 – 1215** Preparing for the “Down the Line” Interview.
Techniques/question areas.
- 1215-1315** **Lunch Break.** Some additional examples shown at the end of lunch.
- 1315 –1415** “Down the Line” Interviews. Individual interviews on camera.
Sound via earpiece and speaker for other participants to hear questions.
- 1415- 1500** Playback and critique of Down the Line interviews.
- 1500-1515** Coffee Break: Introduction to part 2 Scenario. Prepare for Press Conference.
- 1515-1545** Two 12 minute press conferences (three persons on each) on camera.
- 1545- 1615** Playback and critique of Press Conference participation.
- 1615-1630** Prepare for “Doorstep Interview”. Prepare statement.
- 1630-1650** Two - minute “Doorstep” with statement read on camera.
- 1650-1700** Playback of Doorstep.
- 1700- 1730** Round-Up and Conclusions.
- Ends.**