

## Handling the media with ease and authority



Marlston's highly trained journalists and professional television presenters ensure that clients, from all industries, are prepared for any media eventuality.

We help companies turn the media spotlight into a positive focus, whether they are:

- Talking to national newspapers
- Being interviewed for a trade magazine
- Preparing for a media conference
- Handling a crisis situation.

We have the industry knowledge and expertise to help:

- We have over **15 years' experience**, coaching thousands of clients
- We have given communications advice on a wide range of financial transactions and have **helped our clients to raise more than €35Bn**
- We have worked in **25 countries**, over **4 continents**
- Our clients come from **every sector** including: Technology, Oil & Gas, Aerospace, Pharmaceutical, Real Estate, and Financial Services.

Some of our clients:

- Arsenal Football Club
- Brenntag
- Commerzbank
- Companies House
- European Space Agency
- Norsk Hydro
- Northern Racing
- Novus Leisure
- South Devon College
- Telenor

# Our courses

We work with clients over the long and short-term, for general and specific training requirements. To ensure needs and budgets are truly met, we like to:

- Assess current skill levels
- Ensure we have a good understanding of your business and the benefits that coaching will bring
- Set specific goals for the training.

Costs: All our courses are tailored to the individual's needs. Please get in touch to discuss your requirements and we will happily provide you with a draft agenda and costs.



## Media and press training

Our 'Essential Media Skills' and 'Dealing with the Press' training courses include:

- Advice on how to **prepare answers to potentially challenging questions**
- Breathing and **relaxation techniques** / stress management
- The opportunity to **see yourself on screen**
- Guidance on **screen image**
- Honest **feedback on answering technique and message delivery.**

### Length of course

We normally recommend a schedule that allows for:

- 1-1½ days training for Essential Media Skills
- ½-1 day training for Dealing with the Press.



## Crisis Media Training

Risk management is an area of focus for every well-run business. However, reputational risk is one that is often overlooked. Poor handling of the media in the aftermath of a crisis can prove disastrous. We provide Crisis Media Training for senior management and company spokespersons.

- We can **teach you to prepare a Crisis Media Action Plan** so that you are ready to face the media whatever the crisis
- We will help you **to identify the risks, plan response strategies** and train you to handle the media firestorm
- We **use a combination of on-site consultants to train and film you** and also off-site experts to help build the role-playing scenario.

### Length of course

- Our 1 day course will give a team of 4-6 people the core skills and confidence they need to face the media in a crisis.
- Our 2-3 day programmes allow time for action plan preparation, on-site role playing and greater skills penetration.



## Find out more

Should you wish to know more please contact Jamie Pratt:

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