

media training

NEWS



“The media training was extremely successful. EMG were prepared, professional, and engaging. Our team gained a better understanding of PR and how the trade media work, and the coaching session has turned a group of passionate engineers into enthusiastic spokespersons. All in all, excellent.”

Marie Laure Gelin, Marketing Manager Territory

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The Challenge

Equipping business management with the skills, understanding and confidence to engage successfully with the media takes time and practice and clients' circumstances and needs vary in this respect.

Telephone calls in response to news announcements, interview opportunities focused on technical and product related topics, planned or chance meetings at trade shows and formal press conferences. All are part and parcel of modern life for today's business managers and executives.

The Solution

For a number of its clients in both Europe and China, EMG has been asked to develop and deliver a custom-tailored training and coaching programme that sets the context and purpose of media engagement, conveys understanding and awareness of who the media are, and instills the basis for better preparation and confidence to be able to talk with the press.

A one-day group training and coaching workshop is conducted at clients' premises or in a central venue accessible to all participants. The workshop provides for an interactive learning session that covers:

- Who the media are
- What their needs are and how you can benefit from this
- How they work
- How to engage with them

The workshops also then provide individual coaching and mock press-interviews for each participant, all of which are recorded and played back to the entire group to further stimulate both interaction and learning.

Additionally, certain clients have required specialized executive media training that addresses crisis communications and hostile media confrontation, typically with the broadcast and mainstream media in mind. EMG partners with specialized trainers with backgrounds in international broadcast media to deliver individually customised training programmes to this end.

The Results

For a variety of our B2B clients in both Europe and Asia, EMG has successfully delivered tailored media training workshops for groups ranging in size from 5-12 participants, as well as providing individual coaching and counseling on more challenging media engagement. Clients have learned not to fear the media, but to understand how they are part of their community and an important audience and influence in the communications chain. Participants have completed the training programmes better informed on the role media plays in their business, and more confident on how to communicate effectively with the media.



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