

COST OPTIONS FOR MEDIA TRAINING



Executive Training

(For CEOs, Directors & Senior Management Teams)

- The highest rigour one-day course for two attendees @ £925 per attendee
- A high rigour one-day course for three attendees @ £616 per attendee
- A high rigour one-day course for four attendees @ £462 per attendee

Non-Executive Training

(For Non-Executive Members & Middle Management/Frontline Staff)

- Intensive one-day course for six attendees @ £411 per attendee
- Seminar-style training course for ten attendees @ £250 per attendee

See following example schedule showing extensive training programme



**Example:
Practical Broadcast Training Schedule For 6 Attendees
SEFRIDGE COMMUNICATIONS**

Time	Attendees A & B	Attendees C & D	Attendees E & F	Facilities
0900	Course Attendees Convene			coffee/tea
0930	Introduction by Garry Selfridge --- "How to perform to my highest potential every time"			
0945	Setting precise personal outcomes from the training programme			
1000	Film Module 1 record as-real current affairs-style interview in studio set (5-min dur)	Adjourn from recording area and prepare action plan for first interview	Adjourn from recording area and prepare action plan for first interview	
1010	Adjourn from recording area and prepare action plan for next module	Film Module 1 record as-real current affairs-style interview in studio set (5-min dur)		
1020		Adjourn from recording area and prepare action plan for next module	Film Module 1 record as-real current affairs-style interview in studio set (5-min dur)	

1030	<p>Re-assemble for VT playback of performances & detailed personal analysis (recorded on film) of :</p> <ul style="list-style-type: none"> ▪ Look <ul style="list-style-type: none"> - appearance: image/ dress/ appropriateness - body language: eye contact/ composure - messages: sincerity/ confidence/ status ▪ Sound <ul style="list-style-type: none"> - voice: clarity/ tone/ 'naturalness' / audibility - rhythm: pace/ variation/ modulation/ hesitation - messages: enthusiasm/ veracity/ interest factor ▪ Say <ul style="list-style-type: none"> - language: fluency/ vocabulary/ imagery - meaning: relevance/ persuasiveness/ logic - messages: conviction/ humour/ courtesy <p style="text-align: center;">- - - Collective session</p>	coffee/ tea
1200	Feedback from clients	
1230	Recapitulation of performance aims	
1245	LUNCH BREAK	Sandwich selection & soft drinks
1345	Attendees E & F adjourn and prepare for second interview	

Time	Attendees A & B	Attendees C & D	Attendees E & F	Facilities
1400	Adjourn and revise action plan for second interview	Adjourn and revise action plan for second interview	Film Module 2 Record news-style interview in studio set (2.5-min dur)	
1410		Film Module 2 Record news-style interview in studio set (2.5-min dur)	Adjourn	
1420	Film Module 2 Record news-style interview in studio set (2.5-min dur)	Adjourn		
1430	Re-assemble for VT playback of performances & detailed personal analysis			
1515	Adjourn and revise performance objectives	Film Module 3 Record stand-up news-style interview (2.5-min dur)	Adjourn and revise performance objectives	
1530	Film Module 3 Record stand-up news-style interview (2.5-min dur)	Adjourn		tea/ coffee
1545	Attendees A & B Adjourn	Attendees C & D Adjourn	Attendees E & F Film Module 3 Record stand-up news-style interview (2.5-min dur)	tea/ coffee

1600	<p style="text-align: center;">“The Foolproof Protocol” <i>A step-by-step plan for consistent best performance</i></p> <ul style="list-style-type: none"> ▪ Challenge: do not snatch at every opportunity ▪ Actively seek opportunities to be proactive ▪ Invest in self-interest for consistent results ▪ Learn and implement the regime: <ul style="list-style-type: none"> - negotiate - structure the interview plan - stress-test the performance (Stage 1) - reassess approach and aims ▪ Begin the rehearsal protocol ▪ Use rehearsal aids : film/audiotape/mirror ▪ Stress-test revised performance (Stage 2) ▪ Film Stage 2 Rehearsal ▪ Make the last moments count <ul style="list-style-type: none"> - leave nothing to chance - establish rapport - avoid pitfalls - set parameters for interviews ▪ Stimulate a positive mindset before the off ▪ Ensure comfort, poise and control ▪ Deliver the rehearsed agenda 	
1630	<p style="text-align: center;">Playback & detailed personal analysis of Film Module 3 performances</p>	

1735	<p style="text-align: center;"><i>Recapitulation & discussion</i></p> <p>Key performance aims and desired personal outcomes:</p> <ul style="list-style-type: none"> ▪ The contributor not the broadcast environment controls events ▪ The habits of protocol are clear for sustained high performance ▪ Newly cultivated skills are in place to fortify communication and presentation ▪ The interview offers clear opportunities to satisfy a personal agenda <p>Knowledge and gains:</p> <ul style="list-style-type: none"> ▪ How to avoid going blank ▪ A regime of preparations ▪ Anticipating the angles ▪ The conventions of TV and radio ▪ Broadcast formats: down-the-line/live/OBs ▪ Clarifying the context ▪ Setting a deliverable, effective agenda ▪ Developing core values as key statements ▪ Agreeing a precise opening question ▪ Seizing the initiative ▪ Heightening the positive ▪ Deflecting the negative ▪ Engaging the audience ▪ Handling hostile questions ▪ Dress code, composure, mannerisms ▪ Voice production 	
1800	COURSE CONCLUDES	