



# College Coaching

# Presentation & media training

## About us

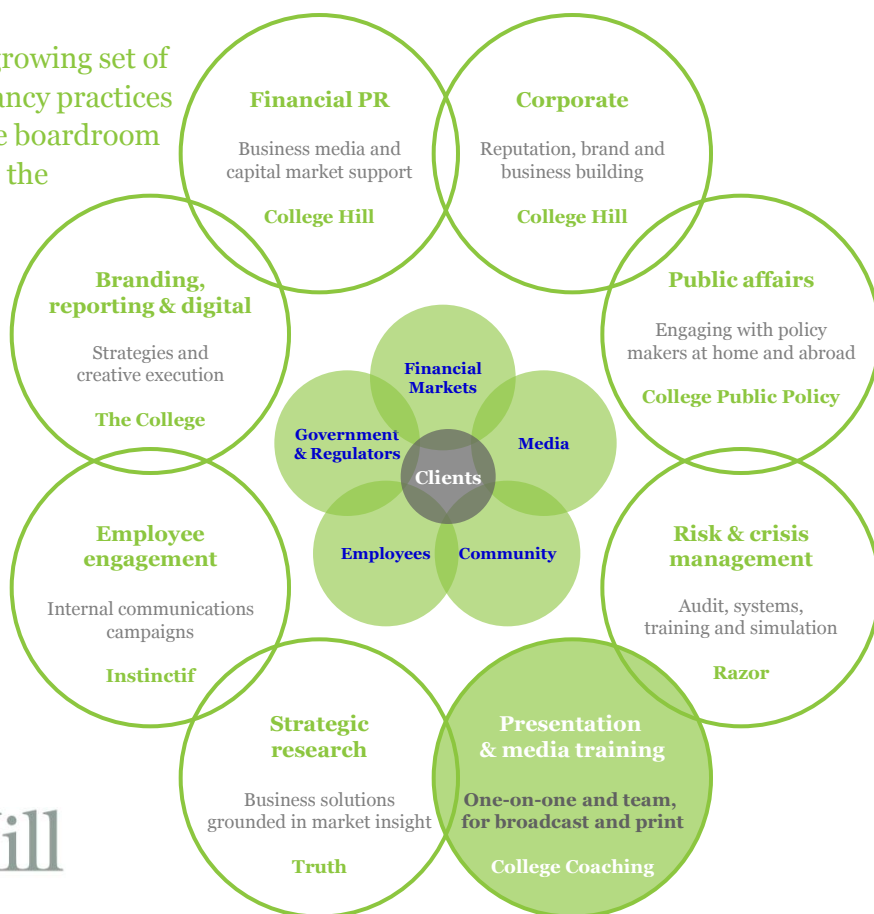
Astute and credible spokespeople are key to sustaining an organisation's reputation. Effective communicators, commanding a clear agenda, are likely to succeed, even in adversity.

Our highly experienced communications coaching team assist senior executives, board members and key business managers to interact effectively, not only with the media but also with investors and analysts, regulators, government and many other stakeholders.

Our training prepares them for dealing with industry issues, crises, financial results and transactions – positive or hostile. And all our coaching solutions are supported by our industry sector consultants who bring an informed dimension to questioning, messaging and presentation delivery.

College Hill trainers have international experience across a range of media and audiences – so our clients can approach City reporters, broadcast studios, investor presentations and Select Committees with confidence. Programmes vary hugely, from one person to 50 people, a few hours to a few years.

College Hill is part of a growing set of complementary consultancy practices that advise in or near the boardroom on communicating with the principal stakeholders in business.



## What we do that's different

- > Highly tailored training techniques and formats
- > Unrivalled package of training support materials and session formats
- > Insight into strategic objectives
- > Always 'more than training' - we work with you to add value, from the briefing process onwards
- > We are senior consultants – not "just trainers".

## Features

- > Experienced UK and international in-house team, plus former journalists and roster of current journalist specialists
- > Approach is strategic, structured, culture-sensitive
- > Experience with management and technical teams
- > Flexible programme structure
- > Extensive support materials and module options
- > Not just media and presentation coaching: wide variety of communications and facilitation services.

## Training style

Our coaching style is usually based on role-play and practice, rather than heavy theory sessions. If necessary, we brief journalists recruited from our panel, to develop scenarios in line with the client's business, ensuring the exercise is authentic and useful. Role plays can be recorded and played back, with feedback.

We also simulate press interviews and produce resulting copy in real time...

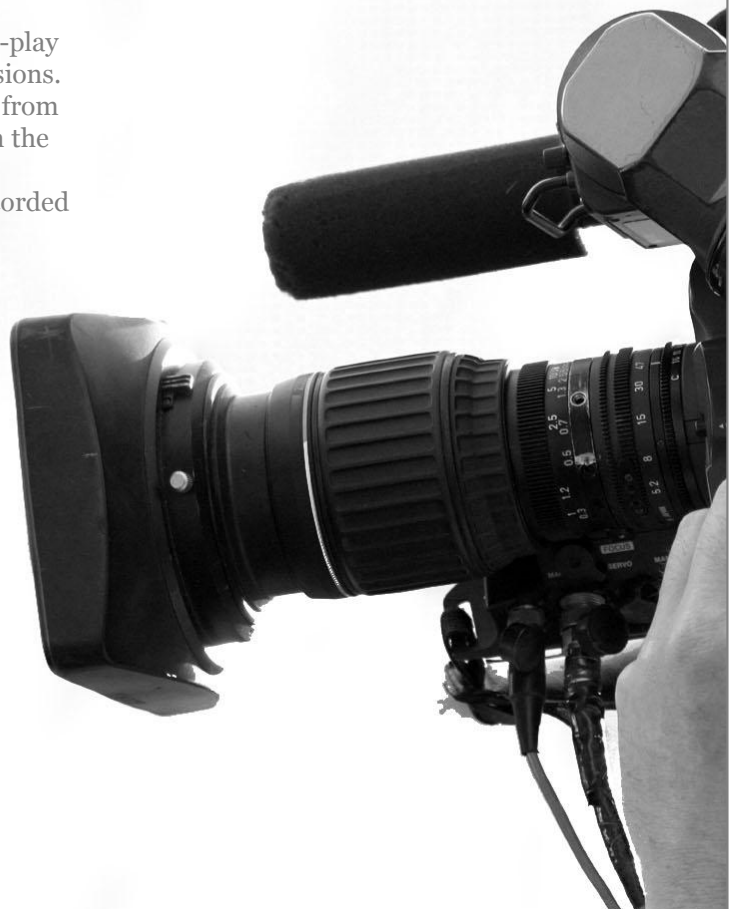
## How it works

### Who we train

- > CEOs, senior executives
- > Board members
- > Operational managers
- > Senior department heads
- > In-house Communications/Corporate Affairs teams.

### Typical triggers

- > Impending/existing crisis or ongoing issue(s)
- > Inexperienced/untrained individuals – client skills development and CPD
- > Milestones: acquisition, down-sizing, structure change, market announcement, major reports
- > Events: select committees, presentations, results, speeches, transactions, announcements, major press office prep.



# Flexible Modules:

The following options can be run solo or combined...

## Media interview rehearsals

- Group or one-to-one
- Proactive or defensive/crisis
- Detailed angle and scenario development
- Varying interview intensity levels
- Media options
- Live recording and feedback
- Option for real-time story drafting and playback

## Understanding and working with the media

- Working with deadlines
- How print media works
- Characterising trade, national and broadcast media
- On-line and 24-hour rolling news
- News and features
- Off-the-record and no comment
- Questioning techniques
- Exclusives
- Campaigning a story

## 'Meet the media' forums

- Tailored face-to-face sessions
- Prominent print and broadcast journalists, investigative reporters and senior producers
- Rare opportunities to understand the journalist's point of view
- Confidential content
- Backed by relevant programme clips

## Message and collateral development

- The key message formula
- Conveying messages to target audiences and media
- Creating a story based on key messages
- Planning messages to support market and product USPs
- External and internal communication implications
- Aligning messages with strategic business development programmes

## Press conference simulations

- Varying scales of role play
- Options of crew(s) and journalists
- Tailored scenarios for development by client teams
- Positive selling and crisis platforms
- Simulation of "media scrum and pack"
- Alternatives formats to replace the press conference
- Live feedback

## Presentation skills - beginners and advanced

- Planning aims and outcomes
- Structure
- Style
- Aligning corporate culture with personality
- Role plays

## Presentation rehearsals

- Reviewing and refining content
- Role playing
- Critiquing and modification
- Content and style reviews

## Speech-writing and planning

- Planning stages
- Knowing your speaker
- Knowing the audience
- Pushing the barriers
- Making connections
- Getting to 'yes'
- Mind maps

## Other coaching and facilitation

- Managing media crises
- Brainstorming and creative thinking
- Strategy facilitation
- Risk/opportunity assessment
- Crisis simulation
- Community relations rehearsals
- Other public platform rehearsals
- Routine pre-interview walk-through
- Refresher and remote training



## What follows

Once clients have completed their course, they can receive:

- > DVD of interviews and role plays
- > Confidential written feedback on strengths, areas for improvement and tips
- > A helpline number to call for pre-interview tips
- > Q & A and message refinements.

We also offer unique qualitative and quantitative evaluation methods that track overall media competence across a business, including multi-sites or divisions. These can be prepared confidentially, and allow for a benchmark and year-on-year progress to be measured.

Clients conducting multi-site or country training programmes – and reporting progress to the Boardroom – find these especially useful.

## Delivery of services

Our media trainers are respected Consultants and specialists from journalism and public relations backgrounds. They have experience of lots of different media including:

- > National press, consumer, health, lifestyle, business
- > National broadsheet business and finance plus society magazines
- > BBC business and BBC current affairs
- > Trade and vertical media
- > Investigative news reporting and TV production.

## Pricing

Courses are priced according to their duration and complexity. Our coaches work on a fee basis. Costs might include journalist, studio and crew hire.

A single coaching session can run from two hours to two days, depending on the brief.



## Some clients

Adult Learning Inspectorate

Avon Cosmetics

Bio Products Laboratory (NHS)

Blue Circle

Campden BRI

Cargill Europe

CBRE

Cow & Gate Nutricia

EBI

Food & Drink Federation

G R Lane Health Products

Gillette Europe

Givaudan

Hanson Electrical

Heather

Helphire

Home Physio

ICI Polyurethanes

Jonathan Crisp

Jones Lang LaSalle

Kiln

King Sturge

Kraft Jacobs Suchard

La Salle Investment

Levi Strauss Europe

Longman Education

Manpower Software

McDonald's UK

MWH UK

National Probation Service

One Electrical

Pillsbury Europe

PowerHouse Retail

Quest International (ICI)

Rachel's Organic

Sainsbury Management Fellows

Seton (Brady Corp)

SmithKline Beecham

Stationery Box

Terry's Suchard

Training Standards Council

Tryton Foods

Uniqema (ICI)

Volac

Westminster Abbey

## Some testimonials



### A Lloyd's Insurer

*"If you need to get up to speed fast, or even be reminded or reassured about the right way of doing PR and media; if you have intelligent senior people who are strapped for time and need to learn how to be sophisticated communicators fast – or if you need to find the stories that will help your business rise above the pack, then [College Hill] can certainly do all of that, and more. We are very satisfied customers."*

**Corporate Communications Manager**

### Rachel's Organic

*"We've now run two media training programmes with College Hill, the first a more general introduction for our senior management and the second a 'no holds barred' workshop for our designated spokespeople. Both programmes have been exciting, interesting and challenging with real life, real time scenarios being played out. I felt that the advice and coaching we received was first class and has helped us immensely in our dealings with the media."*

**Neil Burchell, Managing Director**

### Jones Lang LaSalle

*"College Hill (and their Razor team) have been our media training partner for five years. They have grown with us as a firm, understood our needs and really got under the skin of the issues we are facing on a day-to-day basis. We have always had extremely positive feedback from the delegates that have attended the courses that we develop together as a team. We regularly hear that the media training courses are impactful, useful and highly productive. In summary, Chris and her team do a fantastic job."*

**Charlotte Freeman, Head of PR, EMEA**

### Tryton Foods (William Jackson Group)

*"Your in-depth knowledge, operational style and sheer enthusiasm, transform what can appear from the outset to be a very daunting process into one which not only provides a business with reinvigorated confidence in what clearly is a business critical requirement but can also make the whole process an enjoyable learning experience."*

**Jacky Bowes, Technical Director**

### ICI Quest: re. media training on issues

*"I feel much more confident following our telephone training session. I found Razor's input very valuable and I felt much better prepared for the meeting with our neighbours and any potential press interest."*

**Tom Noonan, Commercial Manager, Quest, Ireland**

### Stationery Box:

*"You have been extremely supportive of our business and our senior team. ...your advice and training have been fast, accurate and insightful. You are very clear in your direction and I learned very quickly to trust your guidance – in some very sensitive crisis management situations, way beyond normal trading dilemmas and opportunities."*

*"Your judgment on complex media and communications issues, linked directly to sensitive business decisions and developments, has been second to none, proving that you can deliver highly strategic consultancy as well as the detail of day-to-day programmes. In your contact with the media on our behalf, it has been very much about professionals dealing with professionals – you have an instinctive understanding of where the journalist is coming from."*

**Alan Gaynor, Chief Executive, APG**

**CollegeHill**

# CollegeHill

Contact us

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