

MARKETING SERVICES

TRAINING & LEARNING

Creative Thinking

Internal Communication

Media Training

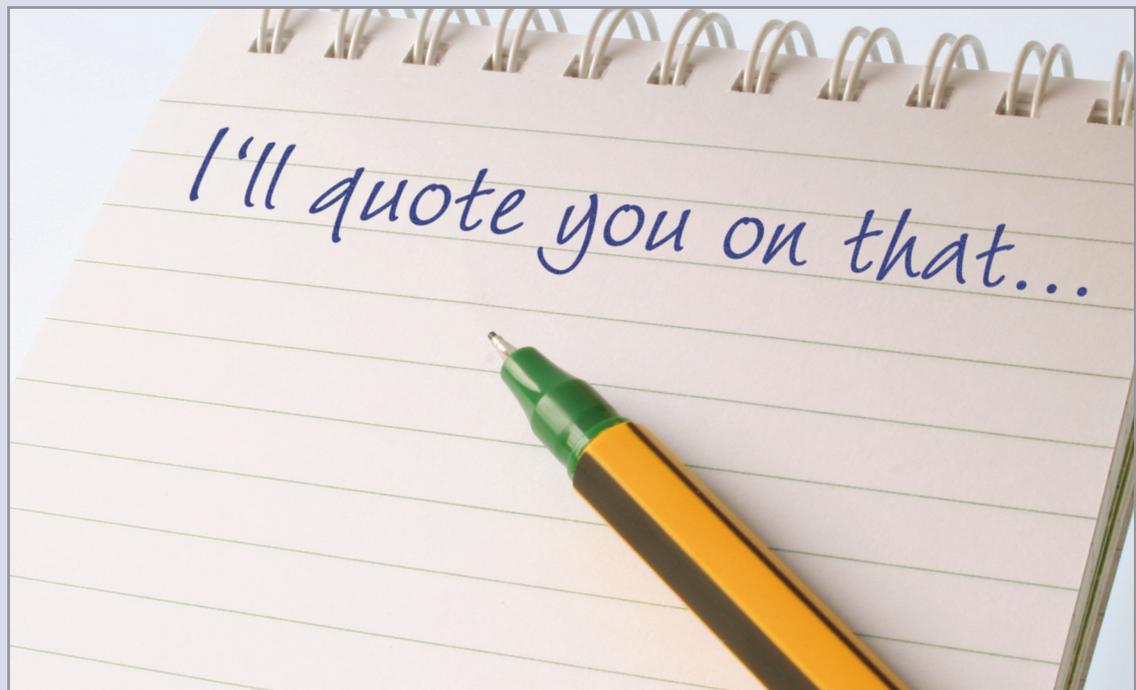
Presentation Skills

Sales Techniques

Team Building

Time Management

PERSONAL DEVELOPMENT



COMPREHENSIVE MEDIA TRAINING

Most journalists talk to company staff over the phone or behind the scenes. When the media calls, would you know how to put across a positive story or stay calm in a crisis situation?

"I'll quote you on that..." is a comprehensive media training course designed for anyone who has to deal with the media. The course is run by an

experienced journalist who has spent many years on national newspapers including *The Daily Telegraph*, *The Times*, *The Mail on Sunday* and *The Sun*.

“*Magic Management have helped us to distil and deliver key communications messages. I recommend them to any company seriously looking to improve the effectiveness of its communication.*”

*Marketing Director
MultiVision Audio Visual*

Areas covered:

- ✓ Preparing to face the media
- ✓ Communicating your key messages
- ✓ Dealing with awkward questions
- ✓ Maintaining control
- ✓ Keeping cool under pressure
- ✓ Damage limitation in a crisis
- ✓ Speaking 'off the record'
- ✓ Understanding a journalist's needs
- ✓ Tabloids, broadsheets and trade press

FOR MORE DETAILS CALL OUR TRAINING TEAM NOW ON:

0845 006 1234

www.magicmanagement.com

I'll quote you on that...



...will give you the confidence and inside knowledge to grasp media opportunities and avoid common mistakes.

The course teaches participants how to develop and maximise relationships with the media, how to understand their needs and even how to become a 'media guru' – a regular source of information and comment.

As with all our training, this course includes Magical Innovation™ – psychological techniques used by magicians that are equally effective in the business arena and have been adapted here specifically for dealing with the modern media.

Real life examples are used throughout and mock interviews, tailored to your own business, are undertaken to help you put principles into practice.



“Practical media training for the people who need it most.”

Magic Management operates in three areas, Marketing Services, Training & Learning, and Personal Development. Using Magical Innovation™ - the psychology of magic for business success, we provide companies with solutions for effective communication.

Our experience shows that any communication is more memorable and effective if your audience is emotionally engaged as the message is delivered.

The methods we employ go beyond the traditional. They use proven techniques and principles derived from a detailed understanding of the way that people interpret and process information.

To book this course, or discover more about Magic Management, contact us now:

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