

Media Training

Tailored spokesperson training for
business executives

from H/Advisors Cicero

WHAT IS MEDIA TRAINING?

In today's fast-paced world, people consume news and information in ever-more diverse ways. One thing that is only going to increase is the importance of media, whether that's radio, traditional news media like newspaper and television programmes, or social media.

Media training prepares you for those moments when you need to put your organisation, executives and spokespeople in the best possible light, even under the glare

of studio lights and the pressure of a hard-hitting journalist.

The media landscape can be daunting for businesspeople, especially those who haven't been exposed to journalism before. Our team of media experts have years of experience to help you to effectively get across your key messages, handle difficult questions and communicate effectively and maintain composure under pressure.

MEDIA INTERVIEWS

Being interviewed by a journalist can be nerve-racking. We help you prepare through realistic role-play and feedback to help you hone your message and delivery

CRISIS SCENARIOS

You never know when a crisis will hit your organisation, but preparedness is key. We can put you through a simulation crisis situation so you can practice honing your messaging and reacting when the pressure is really on.

MEDIA TECHNIQUE

Radio and television presenters, and even some interviewees make it look easy, but it can take practice to become familiar and comfortable in front of a camera, lights and microphone. We can train your spokespeople to come across naturally and professionally in any media scenario.

Our Approach

We deliver bespoke, consultant-led training for current and future spokespeople grounded in interactive learning

Bespoke

Bespoke training sessions delivered one-to-one or in small groups, delivered to differing roles and levels of experience

We will co-produce a training framework with you. Groups and sessions are structured according to colleague experience and learning priorities.

Consultant-Led

Support for proactive media engagement, including an understanding of the landscape and where channels can add value for you

Our expert consultants will share their insights on what different types of media look for in a story, how to develop and land key messages and how to engage with difficult and curveball questions

Interactive

Preparation for reactive scenarios or crisis communications, with advice on when and how to engage with the media and manage interviews under pressure

Our crisis interview scenarios will be tailored to your business ecosystem and can include: (i) a serious data breach, (ii) individual personal conduct or performance, and (iii) misinformation, disinformation or a leak about future company plans or structure

Future-Focused

Support colleagues to be empowered so they can lead on issues facing your sector, navigate questions where you might be vulnerable and represent your organisation confidently in unexpected scenarios

Trainees come away from our sessions feeling confident about managing media appearances, with mental and verbal tools to help them deal with journalists. Our focus is on building spokespeople for the future

WORKING WITH YOU

Because no two companies needs and issues are the same, our training sessions are the product of forethought, liaison and ideation, so what your trainees receive is exactly right for them. Rather than deliver something 'off the shelf', we have a proven process to deliver something unique for your organisation.



1. ONBOARDING

We would host a series of kick-off calls with you to introduce the proposed delivery team and to agree on timelines, processes for working together and learning objectives for the group as a whole. During the later calls, it will be essential to discuss your corporate messaging on a confidential basis to enable us to plan the training appropriately.



2. ASSESSING EXPERIENCE AND PRIORITIES

We will use a survey to ascertain the current media skills of each person that will undergo media training as well as intel on what each person would like to get out of the training. Understanding experiences and preferences will enable us to plan development journeys for each trainee and sort them into groups with other colleagues who have similar priorities, needs or remits.



3. TRAINING FRAMEWORK DEVELOPMENT

Based on insights gathered during stage one and two, our team will then develop a media training framework. This will include recommendations on which colleagues should be grouped and how each session will be tailored to their needs. We'll look at what should be covered, the length of time to deliver training and an overview of how we would make it interactive.



4. TRAINING FRAMEWORK SIGN-OFF AND PREPARATION

The initial draft of the framework would be sent to you and any feedback given would be discussed collaboratively so changes can be incorporated. Once the framework is agreed, we would commence preparation of the training.



5. TRAINING SET-UP

We will work with you to agree on dates for each of the training sessions. Each will take place in London, we can travel to your offices, use our own in Kings Cross or rent studios in Millbank Tower for an on-set experience (latter is an additional fee option). H/Advisors Cicero will circulate meeting invitations and tailored agendas before each training session.



6. TRAINING DELIVERY AND FOLLOW-UP

Our consultants would carry out the spokesperson training sessions. During this process we would manage content and delivery and take responsibility for capturing footage. After the training we will provide you with a summary slide deck and share feedback on each participant's strengths and weaknesses and recommendations on how to improve their skillset.

EXAMPLE AGENDA

H/Advisors Cicero will work with you to co-create unique spokesperson training tailored to your colleagues' experience and needs. Below we have outlined a starting recommendation which we can work with you to chop and change in line with your colleagues' requirements.

INTRODUCTORY SESSION: 9am-9:45am

- Introductions (10 minutes) – Participants and H/Advisors Cicero trainers get to know each other.
- Agenda for the Session (10 minutes) – A run through the agenda for the session and space for participants to raise any questions.
- Presentation on the Media Landscape (25 minutes) – A short presentation to give an understanding as to how the media works across traditional print and broadcast with key insights on your industry channels and the value of engagement for your organisation.

PREPARING FOR AN INTERVIEW: 9:45am – 10:45am

- A presentation on interviews (20 minutes) – A view on what to anticipate ahead of an interview and how to prepare.
- Interactive session on key messages (40 minutes) – Session to refine, hone and test key media messages to ensure alignment with your strategic goals and consistency across the business.

COFFEE BREAK: 10:45am-11:00am

FIRST INTERACTIVE WORKSHOP: 11am-12.30pm

- Simulating real-life scenarios (75 minutes) – H/Advisors Cicero will create the environment to replicate the conditions of different media interviews (e.g. TV "Newsnight" style, Radio "down the line" and TV "sofa style"). Your colleagues will be put to the test and provided with honest feedback on strengths, weaknesses and how to improve their verbal and non-verbal communication skills. All test sessions will be recorded on video.
- Managing difficult questions (15 minutes) – A short presentation on tips and tricks for managing difficult questions, with examples of how participants could have pivoted or re-framed answers during the initial workshop.

LUNCH BREAK: 12:30pm-1pm

SECOND INTERACTIVE WORKSHOP: 1pm-2:30pm

- A crisis scenario (5 minutes) – Our media training team will work with you to create a crisis scenario. A slide will be shared outlining the details which the team will talk to.
- Communicating in a crisis (10 minutes) – A quick overview of how to decide when and how to speak to the media during a crisis.
- Simulating real-life scenarios (75 minutes) – H/Advisors Cicero will create the environment to replicate the conditions of different media interviews in the event of the chosen crisis scenario. Your colleagues will be put to the test, with the simulation altered to test participants' learnings from the first session. Again, each simulation will be followed by honest feedback from our consultants.

MEDIA TRAINING CONCLUDES

TIMELINE

We can adapt the schedule of your training to work your needs. Here is an example timeline to complete the full training within just one month:

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Onboarding	█			
Assessing experience and priorities	█	█		
Training framework development		█		
Training framework sign-off and preparation		█	█	
Training setup			█	█
Training delivery				█
Follow up				█

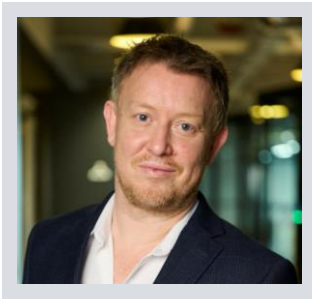
INVESTMENT

Below is an outline of what we would foresee costs to be for **five** training sessions. We would be happy to provide a fully costed plan once we have agreed how you wish to train each spokesperson and how many trainees would be involved. Some people can be grouped together, but a CEO or similar figure will usually be trained alone.

CORE PHASE	DELIVERABLE / ACTION	INVESTMENT EX VAT
Onboarding + Planning	<ul style="list-style-type: none"> Onboarding Assessing experience and priorities Training framework development 	£5,000
Media training	<ul style="list-style-type: none"> Media training sessions x 5 Filming, editing and sharing interviews 	£25,000
Evaluation and feedback	<ul style="list-style-type: none"> Comprehensive written feedback and leave-behind materials 	£5,000
TOTAL		£35,000

OUR TEAM

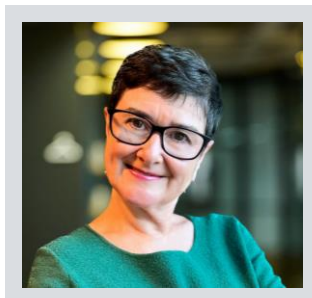
To deliver your training, we have a blend of former broadcast journalists with experienced consultants that understand newsrooms, the needs of journalists, the financial services media and regulatory landscape. With a wealth of experience, we provide high quality and thorough training sessions that give trainees a clear understanding to how media works and what they need to consider when preparing for media engagement.



Chris Wimpres

Partner and Media Training Lead

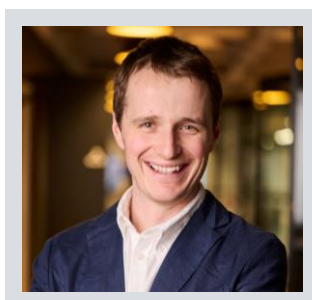
Chris draws on fifteen years' experience as a national news and politics journalist to deliver communications campaigns and strategies to clients whose sectors are experiencing regulatory and political change. Previously, Chris was a journalist at BBC Radio 4, as both a reporter and editor on its flagship programmes including Today, World at One and PM. He was a member of the lobby and Parliamentary Press Gallery, helping to launch HuffPost in the UK in 2011. Chris played a senior role in shaping Radio 4's coverage during the Covid pandemic, covering its impact on politics, business and society.



Rhoda MacDonald

Senior Counsel and Media Training Lead

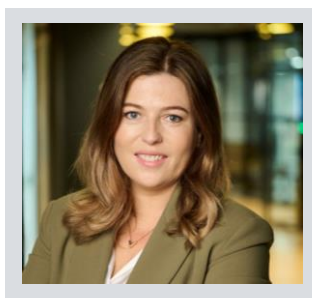
Rhoda is an award-winning broadcaster, a communications and campaigns consultant and is one of the UK's most experienced public affairs practitioners. She has worked at the highest levels in Government, as Special Adviser to the Rt Hon Helen Liddell, Secretary of State for Scotland. Since becoming a consultant, she has had extensive experience of providing Select Committee and Media Training for organisations such as HSBC, Barclays, McDonald's, Sky, Ofcom, and Accenture, amongst others. Prior to this, Rhoda worked for nearly 20 years in television, as a programme presenter, journalist, and producer, winning numerous awards, including a Bafta for Best Documentary.



Adam Taylor

Senior Partner and Financial Services Lead

Adam has been with H/Advisors Cicero for twelve years working closely with clients to deliver media training and execute communications strategies. He has focused on building strong relationships with journalists to not only help introduce clients and build relationships, but also to understand the changing nature of journalism and newsrooms, as well as emerging media – and how this affects PR and news management. Adam has worked with clients across financial and professional services and technology including LINK, the Access to Cash Review, Laybuy and Kroll. Adam originally trained as a journalist and worked in newsrooms and TV development.



Susan Keogh

Partner and Corporate Communications Team Lead

Susan brings 16 years' experience as a journalist in national media to her role. Her area of expertise is helping clients develop the most effective strategy for communicating, engaging, and building profile in the media and with all relevant stakeholders. Previously, Susan enjoyed a long career as a broadcast journalist in national radio in Ireland, presenting her own award-winning news and current affairs programme. In 2020 Susan was awarded two gold IMRO radio awards for News Broadcaster of the Year and Best News Programme.

CASE STUDIES

SPOKESPERSON TRAINING



H/Advisors Cicero were commissioned by Aegon UK to train their entire Responsible Investing team after ESG investing had experienced a tumultuous year. The context of political pressure, investor unease and growing uncertainty about ESG investment mechanisms meant their team were finding media appearances came with more difficult questions.

Working closely with Aegon's comms teams we identified core proactive and reactive messages for the team, then conducted scenario-based interviews with all members of the team, incorporating an escalating degree of risk and exposure into each of the scenarios.

We also recorded these scenarios and provided detailed feedback to the trainees, both on the spot and in a follow up document which was shared with the comms team. After the training, participants felt more confident to talk to reporters, and be aware of fallback techniques if questions became pointed or challenging.



For more than seven years H/Advisors Cicero has worked closely to support LINK's communications and public affairs strategy.

LINK has an integral role in managing the UK's ATM network and is considered a key business in the debate on bank branch closures and access to cash. There is broad interest across the media from broadcast to local newspapers.

H/Advisors Cicero not only manages the LINK press office, but regularly puts forward spokespeople for interviews across national and regional broadcast.

We have trained more than eight members of the LINK senior team to ensure they understand how media operates and that they are prepared to manage challenging questions while delivering key messages. In 2024 alone, we have helped prepare on more than 30 broadcast interviews.



In 2023 H/Advisors Cicero worked with the British Chambers of Commerce as they launched their Business Council. We worked with their Director General, Shevaun Haviland, to prepare for an interview on the "Sunday with Laura Kuenssberg" programme.

Our team of former broadcast journalists and advisors devised a workshop for the BCC to ensure their leader was prepared for questions facing the BCC, as well as thoughts on the wider and political news agenda of the week, giving them confidence to offer thought leadership on a broad range of topics.

[Video here](#)

