

Open courses Jan-June 2012



CIPR APPROVED
TRAINER 2012



INVESTORS
IN PEOPLE

mosaic
media training

Mosaic Media Training

There has never been a more important time to enhance your media and marketing skills. Our trainers – all highly experienced journalists by profession – will challenge your creative thinking and take you to a completely new level so you can drive your own organisation forward. Full day and evening courses are held at our training suite in Colchester, Essex.

Courses include:

- Media awareness
- Press release writing
- Print and radio interviews
- Radio and TV interviews
- Presentation skills
- Crisis management
- Social media
- Podcast training
- Video for the web
- Integrated marketing
- Creating newsletters



Our highly experienced trainers



Karen Ainley leads our media training division. She is a former BBC radio and TV reporter and newsreader, with a background on weekly and evening newspapers. She has been media training senior level executives and marketers for over a decade. Karen is a CIPR Approved Trainer and Excellence Awards judge. She has a special interest in digital media.



Kevin Bentley is a co-founder of Mosaic and spent more than 20 years with the BBC. He has worked on Radios 1, 2 and 4 and was a sub editor on Ceefax. He has also worked for numerous local radio stations and spent a decade in regional TV. He is a past National President of Round Table and is a CIPR Approved Trainer. Kevin's main area of interest is politics and he is a local councillor.



Irene Kettle has been a journalist for more than 30 years. She was Editor-in-Chief of Essex County Newspapers and has also worked in PR as Head of Internal and External Relations for an NHS PCT. Irene edits a business magazine and helps with the annual National Council for the Training of Journalists examinations.



John Venables is a journalist with many years' experience in BBC radio, television and online news as a reporter, producer, specialist science and environment correspondent and journalism instructor. He is a CIPR Approved Trainer and Excellence Awards judge. He is a former Press Fellow of Wolfson College, Cambridge, and the author of four books about the media.

Calendar: view by course

- **Media Awareness** 2nd February, 20th June
- **Press Release Writing** 7th February, 9th May
- **Presentation Skills** 28th March, 23rd May
- **Crisis Management** 21st February, 21st June
- **Print and Radio Interviews** 29th March
- **Radio and TV Interviews** 30th May
- **Social Media** 22nd Feb, 20th April
- **Social Media (5.30pm-8pm)** 15th Feb, 12th March 24th April (over three evenings)
8th May, 29th May, 13th June (over three evenings)
- **Creating Newsletters** 17th May
- **Audio Podcast Training** 6th March, 3rd May
- **Video for the Web** 25th April
- **Integrated Marketing** 16th May
- **Marketing à la Carte** 18th April, 28th June (hospitality sector)

All courses are 9.30am to 4.30pm unless specified

Calendar: view by date

FEBRUARY

- 2 Media Awareness
- 7 Press Release Writing
- 15 Social Media Facebook (evening course)
- 21 Crisis Management
- 22 Social Media

MARCH

- 6 Podcasting
- 12 Social Media LinkedIn & Blogging (evening course)
- 28 Presentation Skills
- 29 Print and Radio Interviews

APRIL

- 18 Marketing A La Carte
- 19 Crisis Management
- 20 Social Media
- 24 Social Media Twitter (evening course)
- 25 Video for the Web

MAY

- 4 Podcasting
- 8 Social Media Facebook (evening course)
- 9 Press Release Writing
- 16 Integrated Marketing
- 17 Create! Powerful Newsletters
- 23 Presentation Skills
- 29 Social Media Twitter (evening course)
- 30 Radio and TV Interviews

JUNE

- 13 Social Media LinkedIn & Blogging (evening course)
- 20 Media Awareness
- 21 Crisis Management
- 28 Marketing à la Carte (hospitality sector)

Media Awareness

Let us lead you through the media maze! Aimed at those seeking a better understanding of how the media fits into their organisation's overall PR and marketing strategy. Our Media Awareness course looks at ways of identifying good news stories to offer and the most effective ways of engaging print, radio and television professionals. You will become more news-savvy and understand how to prepare for an interview.

Our **Media Awareness** training covers:

- The media and your organisation
- What makes a good news story
- Opportunities for radio and TV
 - Interview preparation
- The changing face of the media

Maximum 8 delegates. Full day 9.30am-4.30pm. £295+VAT

Dates: 2nd February, 20th June

Press Release Writing

If you want the media to be interested in your news, you need to grab their attention with a punchy press release. Learn from our dynamic journalists how to prepare and write excellent copy which delivers your messages concisely and clearly. We'll help you understand what is newsworthy and what makes a great photo. You will leave this course equipped with the skills to enhance your organisation's PR activities.

Our **Press Release Writing** training covers:

- Understanding what makes a good story
 - Conveying key messages
 - Creative quotes
 - Clever photo ideas
- Press release writing workshops and feedback

Maximum 8 delegates. Full day 9.30am-4.30pm. £295+VAT

Dates: 7th February, 9th May

Presentation Skills

Whether you are speaking to hundreds of delegates at a conference, delivering a report at your AGM or a message to your own team, you need to be confident and engage your audience. Know what your body language is saying about you before you've even started. You will gain valuable insights from media professionals into how to manage audience expectations, with the day focusing on three key areas for a perfect presentation: preparation, practice and performance.

Our **Presentation Skills** training covers:

- The 3Ps to the perfect presentation
- Interview preparation and body language
- Practical presentations – recorded on camcorder
 - Playback and feedback
 - Handling hostile audiences

Maximum 4 delegates. Full day 9.30am-4.30pm. £295+VAT

Dates: 28th March, 23rd May

Crisis Management

Do you know what to do when the media are on your back ? What are the golden rules when the media are chasing you for comment ? Don't let a crisis turn into a drama. Learn how to contain the situation with our intensive Crisis Management training and undertake practical radio and TV interviews on given scenarios. The Mosaic team have extensive experience of undertaking crisis management for some of the UK's leading companies and can help you prepare your crisis plan.

Our **Crisis Management** training covers:

- Planning for a crisis
- Conveying key messages
- Creating a crisis plan
- Interview preparation
- Radio and TV interviews with feedback

Maximum 4 delegates. Full day 9.30am-4.30pm. £495+VAT

Dates: 21st February, 19th April, 21st June

Print & Radio Interviews

If you are presented with an opportunity to undertake print or radio interviews, we can offer you plenty of top tips to ensure you make the most of the opportunity. Learn from experienced media professionals how to deliver punchy interviews that convey your organisation's key messages. Whether this is the first time you have undertaken an interview or are refreshing your skills, we will present you with scenarios that are relevant to your own level of ability.

Our **Print and Radio Interview** training covers:

- The media and your organisation
- What makes a good news story
 - Interview preparation
- Print interviews and feedback
- Radio interviews and feedback

Maximum 6 delegates. Full day 9.30am-4.30pm. £295+VAT

Date: 29th March

Radio & TV Interviews

Mosaic's broadcast skills course has been one of our most popular for over a decade. Our trainers are all former BBC reporters who will put you through your paces, escalating the level of difficulty across the day. This training will prepare you for interviews in both pro-active and challenging circumstances, with scenarios tailored to your own area of expertise. We use two trainers and a professional cameraman to enhance the experience.

Our **Radio & TV Interview** training includes:

- Understanding what journalists are looking for
 - Conveying key messages
 - Interview preparation
 - Body language
- Radio and TV interviews and feedback

Maximum 4 delegates. Full day 9.30am-4.30pm. £495+VAT Dates:

30th May

Social Media

Our social media training is offered as a full day course or over three evenings for convenience. Discover how different social media channels can be used to market your business.

Our **Social Media** training covers:

- Using Twitter, Facebook and LinkedIn
 - Dos and don'ts of social media
- What to blog and which bloggers to engage
- Adding social media to your marketing strategy
 - Creating effective campaigns

Maximum 8 delegates. Full day 9.30am-4.30pm. £295+VAT

22nd Feb, 20th April, 27th June.

Evenings 5.30pm-8pm. £100 +VAT

Twitter: 24th April, 29th May

Facebook: 15th Feb, 8th May

LinkedIn and Blogging: 12th March, 13th June

Creating Newsletters

This fun and interactive course will show you how to craft a well-written newsletter that promotes your organisation and the products and services you provide. Whether you wish to create a staff or corporate newsletter or a magazine for customers, we will help you understand what will appeal to your audience, both in the written word and visually. Our course is delivered by an experienced magazine writer, who will help you discover the secrets to copywriting success.

Our **Creating Newsletters** training covers:

- The rules of excellent copywriting
- Creating newsletters for print or email
 - How to conduct an interview
 - Good design and illustrations
- Practical workshops with feedback

Maximum 8 delegates. Full day 9.30am-4.30pm. £295+VAT

Date: 17th May

Audio Podcasting

Mosaic developed one of the UK's first-ever podcasting courses and we therefore have extensive experience of helping people to create their own professional-sounding podcasts. Learn plenty of top tips from former BBC broadcasters about how to write and record your own audio files, upload them to the internet and share them with your key target audiences. We will provide the equipment for this highly interactive day, or you can bring your own.

Our unique **'5Ps to the Perfect Podcast'** course covers:

- Preparation – hardware, software, scripting
- Performance – interviews with tips on technique
- Post production – editing and creating an MP3 file
- Posting – loading to the internet, creating RSS feed
- Promotion – telling the world!

Maximum 6 delegates. Full day 9.30am-4.30pm. £295+VAT

Dates: 6th March, 3rd May

Vodcasting: Video for the Web

Video is a powerful way of communicating your messages to your target audience. But it needs to look good to be effective. Guided by an ex-BBC television producer, you will discover the simple secrets of producing quality video that looks professional. Learn how to script and film a video for your website in this practical hands-on course. We will provide professional camera equipment and software, or you can bring your own.

Our **Vodcast Training** course covers:

- Equipment and software
- Shots and angles
- Sound and lighting
- Interview technique
- Practical – shoot, edit and upload a package

Maximum 6 delegates. Full day 9.30am-4.30pm. £295+VAT

Date: 25th April

Integrated Marketing

This course is essential for anyone in a marketing role and will give you the skills you need to devise an integrated marketing strategy. It will help you understand how to reach your target audiences and identify what planning and preparation is needed to deliver results. We'll help you discover the right marketing mix for your organisation. This course is led by a marketing professional who will stimulate your thought process and give you plenty of ideas.

The aims of our **Integrated Marketing** course include:

- Understanding your market place
- Looking at the 4Ps of the Marketing Mix
- Utilising key messages and key words
- Planning your marketing strategy
- Deciding which marketing tools to use

Maximum 8 delegates. Full day 9.30am-4.30pm. £295+VAT Dates:

16th May

Marketing à la Carte

We also offer **Marketing à la Carte**, our integrated marketing course aimed specifically at pubs and restaurants. If you are looking to obtain coverage in the local media or online, this course is for you. Learn how to create a stir with our top tips from marketing professionals who have worked with numerous hospitality sector clients. We'll also help you prepare for an interview, should the media come calling. Plus we will advise you how not to get tripped up by review sites.

Our **Marketing à la Carte** training covers:

- How to get free publicity
- Clever photo ideas
- Preparing for an interview
- Integrating social media into your marketing
- Avoiding review site disasters

Maximum 8 delegates. Full day 9.30am-4.30pm. £295+VAT

Dates: 18th April, 28th June

For further information or to book your place, please contact:

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Mosaic Media Training is a division of Mosaic Publicity

Courses are subject to our terms & conditions; dates may change