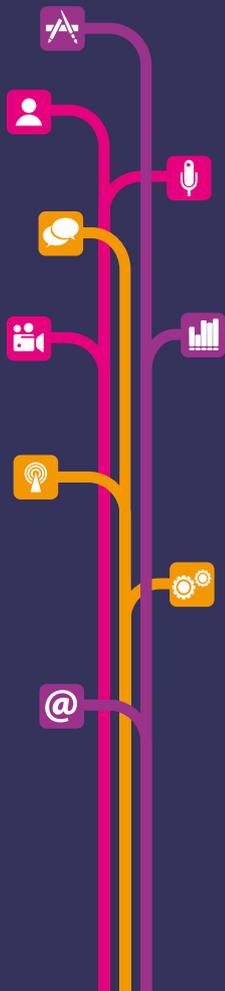


15
Years

2000 - 2015



mosaic
media training

MEDIA TRAINING

DYNAMIC AND FUN COURSES FOR COMPANY
SPOKESPEOPLE AND MARKETING PROFESSIONALS

Develop your skills

Understanding how to present yourself and your organisation using the latest technologies and techniques is at the heart of the training delivered by Mosaic's team of former print and broadcast journalists.

Whether you would like to improve your media awareness, step up your crisis management or presentation skills, undertake accomplished radio and television interviews or get up to speed with social media, Mosaic has a course which will be tailored to your needs.

With more than 15 years' experience of delivering training to organisations across both the public and private sectors, Mosaic will work with you to develop your skills, helping you to communicate more effectively and giving you the confidence to achieve the results you desire.





Locations

Mosaic can train on your own premises in any suitable training room. For broadcast interview training, we can bring a camera and MP3 recorder to your premises or we can hire external studios such as the London Stock Exchange or Millbank.



Our requirements

Our requirements are minimal – we will bring a laptop and require a projector and screen, a whiteboard or flip chart, plus TV or monitor for playback. Please provide refreshments.

Feedback

Feedback on content and presentation is given on an ongoing basis throughout the session and written feedback is available after the training. Delegates will also receive copies of any interviews undertaken.

Our trainers are always happy to speak to delegates after the course by phone or via email if there are any further questions or comments.



Our trainers



Karen Ainley MCIPR 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 well over a decade. Karen has an MSc in Digital Marketing (results pending).



Kevin Bentley MCIPR 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 as a reporter and producer for numerous local radio stations and spent a decade in regional TV. He is a past National President of Round Table and is a councillor in Essex.



Harriet Bisdee is responsible for managing our media training bookings. An Honours graduate in International Business Management, Harriet has exceptional communication and organisation skills which have taken her around the world, from serving champagne to the Prime Minister of New Zealand to organising film stars in Dungeness.

Our trainers



Irene Kettle has been a journalist for more than 30 years. She was Editor-in-Chief of Essex County Newspapers. She has experience of NHS communications having worked as Head of Internal and External Relations for a Primary Care Trust. Several times a year Irene helps with the National Council For the Training of Journalists' examinations.

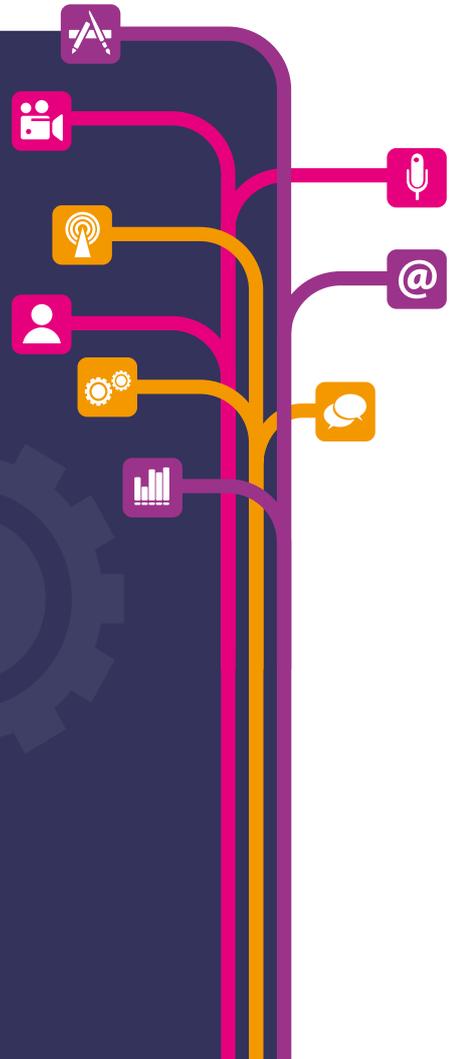


John Whyte-Venables MCIPR is a former BBC journalist. He has worked for 17 years in radio, television and online news as a reporter, producer, specialist science and environment correspondent and journalism instructor. He studied Risk Communications and Public Understanding of Science to Master's degree level and has written three books about the media.



Peter Heaton-Jones is a journalist, media trainer and marketing professional with 25 years' experience in broadcasting, public relations and politics. He was a reporter, producer and presenter on BBC local radio for two decades, including four years at BBC Wiltshire presenting the Breakfast programme. Peter was an editor at BBC 5 Live in the mid-90s.

Informative courses. Delivered by trained journalists



Broadcast skills



If you are presented with an opportunity to undertake print or broadcast interviews, we can offer you plenty of top tips to ensure you make the most of the opportunity.

Our trainers are all former BBC reporters who will put you through your paces, escalating the level of difficulty across the day.

Learn how to deliver first-class interviews that convey your organisation's key messages. Whether this is the first time you have undertaken an interview or you are refreshing your skills, we will present you with scenarios that are relevant to your ability.

Our Interview Training covers:

- The media and your organisation
- What makes a good news story
- Interview preparation
- Soundbites and key messages
- Body language
- Practical 1-to-1 interviews and feedback

Information:

- Full day
- Delegate numbers: 4 max
- Studio hire is optional

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 has extensive experience of undertaking crisis management for some of the UK's leading companies and can help you prepare your crisis management 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

Information:

- Full day
- Delegate numbers: 4 max
- Studio hire is optional

Media awareness



It's crucial for every organisation to be media savvy, to know what the opportunities are and make full use of them.

Mosaic's Media Awareness course delves into news-led PR and highlights why you need to follow a strategic media plan.

You will gain a solid understanding of the world of media and take a proactive role in identifying good news stories for print, broadcast and online media.

Our Media Awareness training covers:

- The media and your organisation
- What makes news
- Press release techniques
- Understanding what makes a good story
- Opportunities with radio and TV
- Online and social media

Information:

- Full day
- Delegate numbers: 4 to 8

Press release writing



If you want the media to be interested in your news, you need to grab their attention with a punchy news 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 News Release Writing training covers:

- What makes a good story
- Conveying key messages
- Creative quotes
- Clever photo ideas
- News release writing workshops
- Plus you'll receive plenty of feedback

Information:

- Full day
- Delegate numbers: 4 to 8

Presentation skills



Whether you are speaking to hundreds of people at a meeting or conference, delivering a report 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

Information:

- Full day
- Delegate numbers: 4 to 8

Social media



If you are still contemplating whether to add social media to your marketing activities, or wish to enhance your existing social media channels, our course will help you plan a strategic approach.

Whether you wish to use Twitter or Facebook, or engage bloggers or find out more about other social media channels such as YouTube, LinkedIn or Picasa, our intensive programme will help you create an effective social media campaign.

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

Information:

- Full day
- Delegate numbers: 4 to 8

Podcast training



Mosaic's Podcast Training course, led by one of the UK's first-ever podcast trainers, teaches you how to create wonderfully crafted audio podcasts, to help you get your messages across.

Learn the different stages, from scripting, through production and editing to publishing and promoting.

This course will teach you how to handle interviews plus write and record scripts, as well as learn what equipment and software is required for recording and uploading audio.

Our 5 Ps to the Perfect Podcast training covers:

- Preparation
- Performance
- Post production
- Posting
- Promotion
- With plenty of fun, practical exercises

Information:

- Full day
- Delegate numbers: 4 to 6
- Audio recording and editing equipment provided

Video production



Video on the web is a powerful communication tool with a vast range of exciting and useful applications in internal and external relations, sales, PR and training.



Uploaded to hosting channels such as YouTube and Vimeo, video gives your messages global reach.



Led by a former BBC television journalist this hands-on one-day course will show you the secrets of producing punchy video that looks professional and effectively communicates your points to your target audience.

Our Video Production training covers:

- Equipment and software
- Planning
- Shots and angles
- Sound and lighting
- Interview techniques
- Editing
- Promotion and search engines

Information:

- Full day
- Delegate numbers: 4
- Video recording and editing equipment provided



Integrated marketing



Our integrated marketing course will equip you with the skills required to devise an integrated marketing strategy. It provides a thorough overview of what is involved in marketing an organisation, from planning through to implementation, using the latest tools and techniques, especially the digital innovations which change the way we communicate.

You will have the opportunity to think through some of your own ideas and have a clear picture of how these can be used to drive results that are required to support your organisation's business.

Our Integrated Marketing training covers:

- Understanding your market place
- Planning your marketing strategy
- Deciding which marketing tools to use
- Considering various aspects of digital marketing
- Workshops
- Plus you'll receive plenty of feedback

Information:

- Full day
- Delegate numbers: 4 to 6

Copywriting



Powerful copy can sell. Harness the force of the written word with our Copywriting Training. Our course will help you create powerful newsletters, brochures and other promotional material to enhance your business message.

In this digital age, the written word isn't dead; learn how to generate compelling ideas and express them in any medium through powerful copy that markets your brand effectively.

Our Creative Copywriting training covers:

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

Information:

- Full day
- Delegate numbers: 4 to 6

If you feel we can support your organisation in any way, please do not hesitate to contact us:

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