

# MEDIA TRAINING

TEMPLAR ADVISORS

## Learn what motivates the media and how to speak in interviews with confidence and authority

If you work in banking and finance, it's highly likely you'll be asked to speak to a journalist at some point in your career. It is crucial you're prepared for this moment. There are few more effective ways to raise your company's profile and get your message out to the world than a successful media interview. But speaking to the media is fraught with risk. And the consequences of getting it wrong can be far-reaching. Via a mixture of theory and live interview practice, Templar's media training gives people the skills to speak to the media with confidence, clarity, and authority.

### DEMYSTIFY THE MEDIA AND MAKE IT WORK FOR YOU

Everyone in the business will benefit from being able to speak to the media in a way that is relaxed, controlled and authoritative. But how do you achieve this?

The answer is preparation. People who do not adequately prepare for interviews will, more often than not, make mistakes. And a mistake made while live on air, or in print in a newspaper or magazine, is impossible to undo.

On the other side of the coin, a carefully prepared, well-briefed interview will boost your profile, lend you credibility with clients, and inject powerful messages directly into the collective consciousness of your target audience.

*"The press, Watson, is a most valuable institution, if only you know how to use it."*

Arthur Conan Doyle

### HOW WE WORK WITH YOU

We tailor our sessions to suit your objectives, whether that is a specific interview with a named brand, or more general training in dealing with the press in good times and bad.

#### Part 1. What motivates the media:

If you understand what motivates journalists, it is easier to anticipate and prepare for the kinds of questions you'll be asked.

#### Part 2. How to speak to the media:

The dos and don'ts of speaking to journalists. How to prepare for interviews, and tell your story clearly, powerfully and without diversion.

#### Part 3. Interview technique:

We'll conduct live interviews that mimic the sorts of questions journalists ask in real interviews, and give attendees valuable first-hand experience of the interview process.

### HOW TEMPLAR HELPS

We coach people how to speak to the media clearly and persuasively and avoiding some of the more common pitfalls. Each session is tailored to make it directly relevant: It could be a one-to-one session with a senior figure preparing for a specific interview (broadcast or print), an economist or wealth manager regularly called up by CNBC, FT or Bloomberg for comment on specific market events, or a group of graduates who need training in how the media operates and what to do when a journalist comes calling. We help people:

- Understand what motivates the media.
- Create powerful messages that stick in the collective consciousness.
- Come across with confidence and authority during interviews.
- Avoid common mistakes/learn the tricks of the trade.

### BIOGRAPHY



Charlie Corbett worked as a journalist for some of the biggest international media brands, including the *FT Group*, *The Wall Street Journal*, and *Euromoney*.

During his 20-year career as a reporter and media counsel, he's interviewed some of the world's most influential business leaders, financiers, bank governors and finance ministers. He won *The Plain English Campaign's Communicator of the Year* in 2018, and his book *The Art of Plain Speaking* won the Short Business Book of the Year at the 2019 Business Book Awards. He joined Templar in 2022.