



# EXECUTIVE MEDIA TRAINING

Real training and simulation for a modern media landscape

[EXECUTIVEMEDIATRaining.COM.AU](http://EXECUTIVEMEDIATRaining.COM.AU)

Call 1300 793 186

# MEDIA TRAINING SHOULD BE UPDATED EVERY 12 MONTHS

Empowering corporate executives with knowledge, information and practical simulation training, on how to handle themselves when dealing with media.



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Your media performance needs to be up to date and ready for the instant and fluid environment of all media platforms.

You might be the leader of a large organisation where your key decisions can shape the business, but if you're forced to do media - any uncomfortableness or awkwardness can wipe your reputation in seconds.

Time and time again we've seen competent, confident and strong executives get less than glowing results from a media appearance. From an off putting nervous eye-line, answers that are too long, to being caught off guard with a live mic.

Using a real, current and dynamic, professionally trained team, we help you create a robust, confident and multi-media capable delivery performance. You're being trained directly by the people who will be hunting answers from you when the media comes.

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## WHAT'S ON OFFER

Executive Media Training offers a simple, useful and efficient training session to empower you in the most risk-exposure media landscape - TV.

We haul in the full camera, lighting and audio set up using crew who have been plucked from real TV news media for the day. This is included as part of your package.

We teach you how to handle yourself, including what to wear, body language, eye line movement, breathing, handling nerves and how to enter and exit an interview.

We will acquaint you with the tactics used by journalists and producers to ambush, trap or trick you- including how nothing is EVER 'off the record', how they capture your awkward pause and what they'll try to get from you in a crisis.

We will then teach you the tricks on how to outmaneuver.

But it isn't always a crisis. Often you'll be asked to address your company via a video message or contribute to a video your comms team is making. Sometimes the opportunity arises to enjoy a feel-good TV interview or your expertise is invited.

There are some solid tricks to walking away from the filming thinking, 'I've nailed it'.

We'll even show you how to position yourself and your camera for a video call. You'll just be better all-round at this stuff.



**"Once you know how a camera angle or lighting can affect the entire outcome, you'll even apply this knowledge to your own Teams and Zoom meetings"**

## THIS TRAINING COVERS:

### Crisis Media Training

Dealing with ambush media, escalation, reporters, comms, panic, tactics, empathy

### TV interview (standard)

Handling yourself, body language, words to avoid, how to start, how to finish, where to look

### TV news & video link interview like zoom

Successful news grabs, live interviews, content through zoom for media or meetings

### Press conference training

From what not to wear, where to look, how to look, what to say, what to do with your hands

### Sit down interview (one on one)

When things get serious, body language, dodging questions, facial expression, enter and exit

### Corporate Video content

Presenting for your comms, backgrounds, language, hands, eyeline and engagement

### Social Media content

Setting up your shot, lighting, audio, angles, formats, what not to say, how to say it

**“Being exposed to and getting comfortable around a full production TV interview experience with lights, mics and huge cameras is half the win. That initial intimidation and over-thinking went away”**

Hi I'm Walt Collins, I specialise in creating believability on television.

I Host and Executive Produce Channel 10's Healthy Homes Australia series (11 seasons), Buy to Build (5 seasons), Animal Extra (2 seasons) and the inaugural season of Country House Facelift series - all on Channel 10 and internationally on affiliates.

I've had the great privilege of working around the world as a producer and host across radio, television, video content and more. I run a fast paced and lively production company called BSTV and aside from my own on camera career, I've worked for more than 20 years with corporates, to produce content for internal and external comms. I've been hired by crisis management training teams and change management teams to turn often bland messaging into engaging comms.

I've stripped back to bare bones, CEOs, CFOs and comms people who may think they're media ready. I've empowered them and armed them with vital tools to help them just be better at doing media, including clients in LA, London and of course Australia. They've walked away feeling more confident and media ready. That's why I'm delighted to grow this service for our clients. My team and I know all the latest tricks of the modern media world. We'll teach you them.

Hello, I'm Candice Wyatt.

I'm a Senior Journalist and News Anchor with 20 years experience across print, radio and television. I've spent the majority of my career working in television as a Reporter and as a News Presenter. Currently, I'm at Network 10 (owned by Viacom CBS)... A station I joined in 2010. During my time at 10 News First, I've been a Crime Reporter (2 years), a Co-Anchor of the nightly Melbourne bulletin (2.5 years) and a Senior Reporter covering large stories at home, and abroad. I was the first Journalist to broadcast Schapelle Corby's release from a Balinese prison live into Australia. I've covered the disappearance of MH370, the loss of a Lion Air flight in Indonesia, and I spent a month in Rio covering the 2016 Olympics.

Joining the Executive Media Training team is a real thrill, we've seen time and time again the impact of having no, poor or out of date media training. As a Senior Journalist, I can coach any person through the relevant skills needed to deliver a media piece with confidence. Being up to date with your media training is like your first aid qualification- you never know when you'll need to use it, so you're better off being properly prepared!!

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**WALT COLLINS**



**CANDICE WYATT**

## WHAT TO EXPECT

The training is aimed at senior management, company spokespeople or heads of corporate comms/crisis comms teams and caters for around 7-10 people. We start around 9am and finish around 2.30pm.

A full HD TV crew operation is set up for the day and you'll hear the theory around a media-scape scenario and then you'll be put to practice. The camera operators are fresh out of the TV news world and will offer their opinion too. It's industry-level training, delivered by people who work every day in the media. We're not an RTO (and we're not full time trainers who may have lost touch with today's media cycle).

We're not here to embarrass you, we're here to point out what happens, why it happens and how you can prepare yourself to come out on top. However, there will be an element of putting you on the spot and finding your weaknesses, so you can learn and move forward.

We record you in several scenarios and playback in real-time. It's full exposure to everything.

We don't keep the footage from the simulation, it's handed over to you at the end of the day and it's up to you to store it or delete it.

We've Media Trained clients in Australia, UK, USA.



**“Walt has this way of handling the people he’s working with. They’ve spoken for days after how he made them very comfortable and that only makes for a better outcome when they’re faced with cameras the next time”**

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**Training is for 7-10 people.**

**Includes full industry pro camera, lighting and crew set up for simulation.**

Small travel costs are charged back if outside of Victoria, for 1 person.

Training is delivered in one session with Walt Collins and or Candice Wyatt.

Billing is through BSTV PTY LTD. ABN 94 164 776 943

Contact: [info@executivemediatraining.com.au](mailto:info@executivemediatraining.com.au)

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