

Councillor development

Media Skills

Date(s)	Time(s)	Venue(s)
Tuesday 17 September 2013	9.30am to 4.30pm	Powell Room, Shurnhold, Melksham

Target audience: This workshop is suitable for both new and longstanding councillors who would like to develop confidence and skills in media-handling.

Introduction / What is it about?

Aim

The workshop will provide delegates with the confidence and understanding needed to handle all types of media enquiry/ interview- face to face, newspaper, radio, TV and web (including social media).

Objectives

By the end of this one-day workshop councillors will be able to:

- understand how the media work
- have an understanding of different interview formats (live and recorded, radio, print or TV)
- know what to ask before an interview and how to be as prepared and professional as possible
- take away tips on how to feel confident and capable and deal with nervous energy
- understand how to get the most out of their time 'on air'
- know how to get their message across clearly and make the right impact
- learn how to think on their feet and deal with awkward questions
- be aware of the common pitfalls and understand why what they say matters

Cost to Town and Parish Council members wishing to attend:

£80 per attendee, which includes refreshments and all course material.
Please note that payment would be required before attending the course.
Confirmation of bookings would be sent as soon as possible.

For course bookings contact Rita Sanders on 01225 718 375 or email
councillordevelopment@wiltshire.gov.uk

For more information on councillor development please see:
<http://thewire.wiltshire.council/index/councillors-area/councillor-development.htm>