

Media Training: Getting Your Message Across



Date: Wednesday 15th September 2010
Time: 9.45am - 1.00pm
CPD: 3 hours
Venue: Exeter Racecourse, Exeter

Speaker: Melissa Davis

Melissa Davis has worked in PR and journalism for over 12 years. Her portfolio covers a range of legal, economic, consumer, B2B and travel clients as well as writing for the Evening Standard, Birmingham Post, Northern Echo, Corporate Communications magazine and online legal news sites. Before setting up her own communications company Melissa ran the PR department at the Law Society for five years, raising the profile of the Society from a baseline of £12 million worth of PR advertising value to over £70 million before she left. The Law Society's most recent high street campaign to promote the work of private client solicitors aims to bring in an advertising value of over £1 million alone. Melissa was an integral part of the team that raised the brand profile of the Law Society in the Super brands ranking from number 160 to its current position of 75 and top legal brand. Melissa has provided traditional and social media training to law firms across England and Wales as well as governments across the world - notably the President of the Maldives, Mohamed Nasheed and the Macedonian Parliament earlier this year.

Melissa will take you through the traditional aspects of the media, which will include the following topics:



**The media
Why they want to talk to you
What they want**

**The opportunity for you as individuals, firms and to promote the solicitor brand
Message development**

**Speaking to a journalist for the first time Handling a journalist's inquiry What makes a story - how to write an effective press release The importance of deadlines
Getting your message across**

**The television studio interview
Handling the time constraints
Posture, demeanour and clothing
Fielding hostile questions
Using everyday language**

**The television soundbite interview
How the journalist uses a soundbite
Mastering the short 'clip' for a reporter's 'package'
Returning to key messages
Timing the soundbite
Record TV soundbite interviews**



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The radio interview

The fast pace of the radio news interview Adjusting to the programme style Painting pictures on radio Talking to the listener

Delegates attending both Media seminars on this date will receive a free buffet lunch

Fees

Members £102.50 + VAT (£120.44 inc VAT) For the first booking

£86.50 + VAT (£101.64 inc VAT) For subsequent member bookings

Non Members £127.50 + VAT (£149.81 inc VAT)

Trainees: £51.25 + VAT (£60.22 inc VAT)

Devon & Somerset Law Society Course Reservation

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Delegate Name(s)

Firm

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Address / DX

Tel.

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E.Mail

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Contact Name

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We enclose our cheque for £..... payable to Devon & Somerset Law Society. A receipted VAT invoice will be issued with confirmation of your booking.

Please return this form with your payment to: Rebecca Hill, Devon & Somerset Law Society, Suite 5, Renslade House, Bonhay Road, Exeter. EX4 3AY

Tel 01392 411585.
DX 8361 EXETER

Fax 01392 431511
e.mail. rebecca@dasls.com

NB. Delegate Cancellations and Refunds:

With 7 clear days notice prior to the seminar: Full refund subject to an administration charge of £5.00 + VAT
Within 7 days of the seminar: A 50% refund will be given
We regret that cancellations received on the day of the seminar and thereafter will not be eligible for refund
We reserve the right to cancel courses and refund accordingly

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