

Media Training

Tailored | Experiential | Realistic



“I’ve just agreed to be filmed for a broadcast feature about my leadership journey. I would have run a mile before your training, which gave me the confidence to go for it. I’m making it happen!”

Gech Emeadi
Director of People, OD and Communication
Princess Alexandra Hospital

About us

We have an impressive track record of promoting organisations and their services, as well as successfully handling high-profile, complex healthcare issues involving patients, staff, the media, campaign and pressure groups, MPs and other stakeholders.

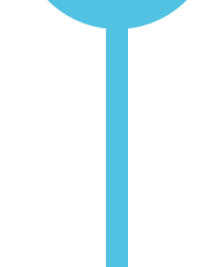
Whilst ensuring minimal impact on an organisation’s reputation during times of crisis, the team at MIH Solutions always remains sensitive to the needs of any service users, local communities and staff. We pride ourselves on our integrity, authenticity and candour, as well as our ability to construct challenge - when it’s needed - in an elegant and respectful way. This proven approach is enshrined in all our training programmes.

Our aim is always to ensure the highest levels of satisfaction for our clients, their employees and stakeholders. Our approach is collaborative, and we tailor our work in a way that works best for you and your organisation. By working as your trusted partner, we help to make the best use of people and resources available, we keep all relevant parties in the loop, and we help you ensure that activities and outcomes are sustainable in the long-term.

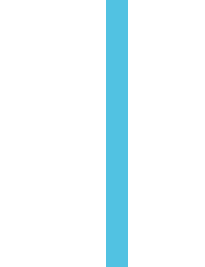
100% of delegates report increased confidence and capability



We deliver high quality media training courses, which are specifically tailored to the needs of our clients and to the delegates attending. Taking into account factors such as time and availability, as well as individual experience, requirements and preferences, we will develop the approach that works best for you. As a result, a single programme can cater for delegates with a range of experience, from novice to expert. We also offer last-minute packages to help clients prepare for, or urgently respond to, crises.



We carefully research your organisation and all participants beforehand and develop bespoke scenarios that correspond with the roles and responsibilities of each individual – with former journalists in the team we are very good at digging in closets! This ensures that challenges faced by delegates on the day feel both relevant and realistic. We use media-quality cameras, microphones and equipment to guarantee that the spotlight under which we place delegates is similar to what they will experience when it happens for real. We also come to you, which saves critical time and cost, particularly at senior level.



Delegates will be put through their paces in a realistic environment, and in a way that responds to their individual levels of experience and confidence. Alongside developing skills and capability, building confidence is our priority and we are very careful to explore individual development needs - and worries – in our pre-course questionnaire. Our training experts include experienced Sky, BBC, ITV and press as well as Board-level and senior specialists in corporate affairs and communications. Each has first-hand, up-to-date experience in dealing with journalists across local, national and trade media.



We provide valuable first-hand advice and insight about giving journalists what they really want, whilst taking every opportunity to promote your organisation or campaign and to convey your messages in a positive way – even when dealing with thorny topics. The learning gained by delegates is also transferable across many day-to-day activities, such as presenting reports in meetings or communicating important messages to win the hearts and minds of others; so not only will you have access to confident, capable and effective spokespeople, but the skills learnt will also benefit your organisation - and your members - more widely.

With more than 20 years’ experience in designing and delivering highly successful NHS media training programmes, why wouldn’t you choose MIH?



Specialists in crisis handling, PR and communications



Every training course tailored to delegate needs and ensures maximum value



Experiential learning in a realistic environment, using high-quality media equipment



Bespoke scenarios with appropriate levels of challenge



Two highly experienced trainers per programme, plus a dedicated cameraperson



Learn how to give the journalists what they need while getting your key points across



100% of delegates report improved confidence and capability

Sample package: A tailored full-day team programme

Based on your needs, we recommend our full-day session aimed at senior leadership level. We can tailor the course to suit any mix of abilities and experience, and we adjust the difficulty of each interview to match the confidence and capability of each delegate. We recommend a maximum of six delegates to ensure that everyone gets as much out of the day as possible, but we can adapt the programme for seven if required.



Held at your own venue, the programme includes:

- A total of 24 interviews: choose from camera, radio, press, ‘sofa’, phone-ins, down-the-line or press conferences
- Carefully researched and tailored scenarios for each delegate
- Realistic experience with a dedicated cameraman/audio-visual support and media quality equipment
- Two highly skilled and experienced trainers (a senior journalist and Board-level communications specialist)
- Expertise, hints and tips for interview preparation, including developing key messages that work
- Training, advice and practice on working with different types of media and interviews
- Advice on how to incorporate NUH’s organisational style, tone and approach
- On-the-day support of interviews, with personalised feedback and development
- Electronic, personalised copy of broadcast interviews for each delegate, certificate and handbook
- Delegate access to MIH advice and guidance after the course

“I’ve done media training a couple of times, one with the Gold Command programme. We did more practical on your course and this approach is exactly right! The day more than exceeded my expectations”

Regional Operations Director
East Midlands Ambulance Service

Meet our media training specialists



Jo Yeaman, Senior Consultant and Managing Director
Media Consultant/Journalist Hazel has a 30-year career in strategy, communications and change with extensive experience in the public and private sectors. She has turned around the reputations and performance of numerous organisations and services, handled many high-profile complex healthcare and other crises, and delivered major improvements in staff and stakeholder relationships, perceptions and satisfaction.



Sandy Barton, Media Training Specialist and Journalist
Sandy worked in newspapers and BBC radio before enjoying a 20-year career as a television journalist. At ITV Central, Sandy presented the news and covered some of the biggest stories in the Midlands, before specialising as health correspondent. Sandy now uses her extensive experience to help others understand and deliver their messages to the media.



Hazel Westwood, Media Consultant/Journalist
Media Consultant/Journalist Hazel has a 30-year career in broadcasting, including 18 years on screen for Sky News. Hazel is a programme director and senior teaching fellow at the University of Birmingham, where she delivers media and communications-based modules on MBA and MSc programmes, focusing on reputation building and crisis communications.



James Benstead, Senior Communications and Engagement Specialist
James has 20 years of experience in journalism, PR, communications and social media across the public and private sectors. With a passion for the written word, he is adept in media handling and reputation management, including during periods of significant change. James has delivered high-impact results in senior roles in local government, healthcare and manufacturing settings.



Contact us now to book

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[Visit our website](#)