



Media and Public Speaking Training

Media Training

In today's dynamic financial landscape, it's crucial to communicate your company's story and expertise effectively. At The Realization Group we understand the power of a well-crafted, well-delivered narrative, and the importance of a strong media presence. Our specialised media training is developed and run by experienced PR professionals and industry specialists..

Guided by our in-depth knowledge of financial markets and proven PR strategies, our training programmes are designed to equip you and your team with the skills to confidently engage with the media and establish you as industry through leaders. The powerful combination of specialist financial markets, technologies and services knowledge, combined with PR expertise and experience gained working with leading financial services brands, ensures that our media training is focused, empowering and creates a lasting impact.

Media Training: Key Features

Our one-day programme includes:



Group briefing

Up to 90 minutes, depending on no. of attendees, covering:

- Media training - why bother?
- Understanding how the media works
- Core messages - how to come up with them, deliver them, and circle back to them
- Maximising media opportunities
- Dos and Don'ts of journalist engagement
- Dos and Don'ts of media interviews
- Journalist 'Tricks and Traps' (examples of these are played out during mock interviews)
- Golden rules - "on- and off-record"
- How to use right stakeholders for right opportunities
- Types of interview - face-to-face, phone / online platform, broadcast, podcast, and written
- Journalist interview techniques - the styles they may adopt
- Getting the best outcome from media engagement



Practical training and mock interviews

Media Training can also include practical training and mock interviews giving participants the opportunity to put the information learned in the Group Briefing into practice. These can be run as one-to-one sessions (c. 45 minutes per person), or in pairs or small groups (c. 1 hour 15 minutes per group). Sessions include:

- Mock interviews including test trip-ups
- Real-time feedback (recorded) - includes advice on body language etc.
- Recordings provided to individuals after session

Short on time? Or just need a refresher?

We also offer a 60-to-90-minute online Introduction to Media Training that is ideal for individuals and groups alike. In this recorded session, we cover many of the same topics as above in the Group Briefing followed by a Q&A session. The recording is shared with you as an asset for future reference.

Public Speaking

The ability to communicate with confidence and clarity is more important than ever. At The Realization Group, we recognise the power of compelling public speaking and the impact it has on leadership, market influence, and professional growth. That's why we offer specialised public speaking training, delivered by expert coaches with decades of experience in speech delivery, executive communication and audience engagement.

Designed to enhance your presentation skills and refine your stage presence, our programme equips you and your team with the techniques to speak with confidence, captivate audiences, and deliver messages that resonate. Having worked exclusively with financial markets professionals, we understand the nuances of effectively communicating to this audience and are committed to helping you elevate your speaking skills to build reputational credibility.

Public Speaking: Key Features

Our one-day programme includes:



Group briefing

Up to 90 minutes, depending on no. of attendees, covering:

- The brief - understanding the requirements
- The host and fellow panellists - how to do your research
- Messaging for panel discussion
- What to wear
- Body language
- Interacting with the audience
- Interruptions and how to handle them
- How to challenge other panel members in the right way
- How to ensure you get adequate share of voice
- How to reframe questions
- How your company will evaluate your performance



Practical training and mock scenarios

This part of the day can either be run as one-to-one sessions (usually 45-minutes per person) or in pairs / small groups (1-hour to 1-hr 15 minutes each group). Sessions include:

- Mock scenarios e.g., panels (these include test challenges)
- Real-time feedback (recorded)
- Recordings provided to individuals after session

Interested in both Public Speaking and Media Training?

Our training programmes are designed to be flexible. If you would like to receive both Media and Public Speaking training, we can create a tailored programme that combines both elements. This may span over two days, depending on numbers of attendees.



Contact us today



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