

## **MEMBERS' TRAINING AND DEVELOPMENT PANEL**

**Venue: Town Hall, Moorgate  
Street, Rotherham.**

**Date: Thursday, 17 September  
2009**

**Time: 2.00 p.m.**

### **A G E N D A**

1. Apologies for Absence.
2. Minutes of the Previous Meeting held on 23rd July, 2009 (herewith) (Pages 1 - 4)
3. Refresher Training For Members on Local Government Finance and Financial Management (report herewith) (Pages 5 - 8)
4. Single Equality Scheme (Janet Spurling, Equalities Officer, to report)
5. Local Leadership Conference 2009 - 21st Century Councillor - 5th November, 2009 (details herewith) (Pages 9 - 14)
6. Media Training (information herewith) (Pages 15 - 26)
7. Date and Time of Next Meeting - Thursday, 22nd October, 2009 at 2.00 p.m.

**MEMBERS' TRAINING AND DEVELOPMENT PANEL  
THURSDAY, 23RD JULY, 2009**

Present:- Councillor Sharman (in the Chair); Councillors Austen, Hughes, St. John, Whelbourn and Cockayne.

Apologies for absence were received from Councillors G. A. Russell, Cutts, Dodson, Littleboy, McNeely, Pickering, Smith, Turner, Wootton and Whysall.

**11. MINUTES OF THE PREVIOUS MEETING HELD ON 25TH JUNE, 2009**

The minutes of the previous meeting held on 25<sup>th</sup> June, 2009 were agreed as a correct record.

The following items were updated:-

- Minute No. 4 (Member Champion Training), the Panel noted that training would be arranged, during the Autumn 2009, for the Area Assembly Children's Locality Safeguarding Champions;

- Minute No. 7 (Employee Suggestion Scheme), the Panel noted that the Cabinet had not supported the establishment of a Members' online chat room.

**12. EMERGENCY PLANNING - FLU PANDEMIC**

The Panel listened to a presentation by Alan Matthews (Emergency and Safety Manager) and Clare Hanson (Business Continuity Officer) about:-

(i) Emergency Planning (the response by the Borough Council and its statutory partner organisations to unexpected events such as disasters and catastrophes which have a severe impact upon the area and upon the general public); and

(ii) Business Continuity Planning (the way in which organisations must strive to continue with their business, operations and services, with the minimum of disruption, in the face of adversity caused by events/disasters and other serious issues such as a flu pandemic.

The presentation included reference to the following issues:-

- an appreciation of the Borough Council's responsibility for Business Continuity and Emergency Planning;

- Elected Member integration into the Borough Council's response arrangements;

- one central point of information regarding Business Continuity and Emergency Planning which outlines:-

- Statutory Responsibilities
- Risks and where to find details
- Differences between Emergency Planning and Business Continuity
- Roles and Responsibilities
  - Elected Members
  - Emergency and Safety Team
  - Directorates
  - Key Officers
- Command Structures
  - External (Gold, Silver, Bronze)
  - Internal
- Communication Mechanisms (Internal and External)
- Key Guidance Documents

The Panel's discussion of this item included reference to the following salient issues:-

- the publication of key guidance documents (eg: the community risk register) and the provision of opportunities for Elected Members to learn the main detail of such guidance; a suggestion was made for the development of e-learning packages;
- the response to the recent flooding in parts of the Borough area, during June 2009;
- the importance of Elected Members receiving timely information about the emergency planning response to events/disasters;
- ensuring that other organisations, such as Parish Councils and appropriate voluntary and community sector organisations, also receive timely information about emergency planning operations, to enable such organisations to fulfil their role in serving and helping the general public during such difficult times;
- business continuity planning taking place in response to the outbreak of swine flu;
- the availability of funding for business continuity planning from the ICT Strategy and its capital budget;
- the development of improved systems of communication (eg: Code 5 application for mobile telephones) – possibly with funding from the ICT Strategy and its capital budget;
- publication of the Borough Council's Business Continuity Plan, during September, 2009 and its official launch as part of a training event for Elected Members.

Agreed:- (1) That the contents of the presentation be noted.

(2) That a copy of the Borough Council's Business Continuity Plan be provided for all Members of this Panel, at its next meeting.

(3) That this Panel notes the availability of funding from the ICT Strategy and its capital budget for the provision of improved systems of communication with Elected Members and other partner organisations involved with emergency planning and business continuity planning.

**13. ALTERNATIVE TECHNOLOGIES - POW WOW NOW AND MEET ME**

The Panel received information from Mark Gannon (Transformation and Strategic Partnerships Manager) about the availability of communication technology known as 'Pow Wow Now and Meet Me'. This system would enable Elected Members to make conference calls and speak to several people at the same time, by telephone. It was noted that this technology was relatively inexpensive to operate.

It was agreed that a letter be sent to all Members of the Council inviting volunteers to use this technology on a trial basis in the first instance; and a report on the outcome of the trial shall be submitted to a future meeting of this Panel.

**14. CAA FOR CHILDREN'S SERVICES AND ADULT LEARNING - WORKSHOPS**

Further to Minute No. 5(2) of the meeting of the Corporate Improvement Board held on 6<sup>th</sup> July, 2009, the Panel noted that arrangements would be made for training workshops to be held for Elected Members about the Comprehensive Area Assessment for Children's Services and Adult Learning. The model for these information-sharing and training sessions was the style of workshop previously held for Elected Members about the changes to the Parliamentary Constituency boundaries.

**15. UPDATE ON RIEP BID**

The Panel noted that a meeting was taking place at Bradford today, at which it was expected that the Government Office for Yorkshire and the Humber would announce that the bid for funding for member development in South Yorkshire had been successful, with this Council being placed in the role of lead authority.

**16. LOCAL GOVERNMENT FINANCE TRAINING**

The Head of Scrutiny and Member Services report that arrangements were being made with the Director of Internal Audit and Governance to provide training for Elected Members about local government finance. Each of the three planned sessions would last three hours.

The Panel agreed that Councillor Hughes should attend the Local

Government Association one-day training conference about local government finance, to be held in London on Friday, 11<sup>th</sup> September, 2009 (conference cost is £150.00 plus VAT).

#### **17. E-CASEWORK UPDATE**

Further to Minute No. 10 of the meeting of the Members' Training and Development Panel held on 25<sup>th</sup> September, 2008 and Minute No. 43 of the meeting of the Members' Training and Development Panel held on 16<sup>th</sup> April, 2009, consideration was given to a report presented by the Head of Scrutiny and Member Services outlining the progress of the improvements to the Elected Members' surgery reporting system.

Discussions took place on the advantages to be gained from the improvements to the surgery system and on training issues for Elected Members in the use of ICT systems and equipment.

The Panel noted the proposal to include standards for the management of Elected Members' surgeries in the Council's new and revised Customer Service Charter. It was also intended that surgery response times would be included within the quarterly performance reports to the Performance and Scrutiny Overview Committee.

Agreed:- (1) That the report be received and its contents noted.

(2) That the report be referred to Cabinet to enable formal approval to be given to the purchase of the e-casework system for Elected Members' surgery.

(3) That the Panel supports the development of a Council-wide policy framework setting out the Council's approach to the management of Elected Members' surgeries and incorporating the proposed revised Customer Service Charter.

(4) That appropriate training be provided for all Members of the Council in the use of the improved surgery e-casework system.

#### **18. DATE AND TIME OF NEXT MEETING**

Agreed:- That, in order to avoid a clash of meetings, the next meeting of the Members' Training and Development Panel, be re-scheduled to take place on Thursday, 17<sup>th</sup> September, 2009, commencing at 2.00 p.m.

<b>ROTHERHAM METROPOLITAN BOROUGH COUNCIL – REPORT TO MEMBERS</b>
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<b>1.</b>	<b>Meeting:</b>	Members' Development Panel
<b>2.</b>	<b>Date:</b>	17 <sup>th</sup> September, 2009
<b>3.</b>	<b>Title:</b>	Refresher Training For Members on Local Government Finance and Financial Management
<b>4.</b>	<b>Directorate:</b>	Financial Services

### **5. Summary**

Along with all local authorities, the Council's financial position will come under increasingly intense pressure over the next few years. A combination of increasing demand for services, resulting from for example demographic changes, and a tightening of public spending will mean councils will have to look closely at how robust control is maintained over the budget, how spending is aligned to priorities and how value for money is achieved.

In view of the financial outlook it is important that Members have their information relating to the councils' finances refreshed, to ensure they can participate appropriately and effectively in decisions made about Council spending.

This report refers to proposals to provide refresher sessions for Members on Local Government Finance, budget setting and financial management.

The Corporate Management team supports the proposals and it is hoped Cabinet and PSOC will support the programme at their respective meetings on 23 and 25 September.

### **6. Recommendations**

**(Subject any comments by Cabinet and PSOC) The Members' Development Panel is asked to:**

- **Support proposals for offering refresher sessions for Members on Local Government Finance and financial management**
- **Encourage Members to attend one of the 3 sessions planned to be provided in October**
- **Agree to extending the training to relevant partners and stakeholders, including parish councils and standards committee members.**

## 7. Proposals and Details

All current indications are that councils' budgets will come under very significant pressure in the short and medium term, requiring councils to make tough decisions about service delivery and prioritisation.

It is expected that the Government will commence its fiscal tightening with next year's budget and the next 3 year comprehensive spending review covering 2011/12 to 2013/14. It remains to be seen what the precise impact will be on local authorities' spending, but when announcements are made all stakeholders will need to understand the implications.

In recent years the Council has procured training for Members on public sector finance from Ian Fyfield of IPF (a training subsidiary of the Chartered Institute of Public Finance and Accountancy). This year it is proposed that Financial Services will deliver 3 in-house sessions giving all Members an opportunity to refresh their knowledge of public sector finance and financial management. These sessions will supplement a financial management 'taster' programme already being delivered by Financial Services. Feedback on the programme, targeted at both officers and Members, has been positive to date.

It is anticipated that the refresher sessions will cover the context for council budgets and the whole process of budget setting, monitoring and management. By providing the sessions internally they will be locally tailored to Rotherham's circumstances.

A draft programme is attached at **Appendix A**. The sessions are planned to be delivered on the following dates:

- 13 October (am)
- 19 October (pm)
- 28 October (pm)

Each session will be for a half day and will involve a combination of presentations, delegate discussions and case studies. Members who attend will have the benefit of up to date information on public sector finance and will understand the budget setting and management processes in place in Rotherham.

As well as Rotherham Council Members, there are other stakeholders who the training would have relevance to and who might, therefore, be interested in attending, for example independent Standards Committee members and parish council members. If Members agree, it is proposed to offer the refresher sessions to partners and stakeholders who might find the training of some help / interest.

The Corporate Management team supports the proposals and it is hoped Cabinet and PSOC will support the programme at their respective meetings on 23 and 25 September.

The Members' Development Panel is asked to:

- Support proposals for offering refresher sessions for Members on Local Government Finance and financial management
- Encourage Members to attend one of the 3 sessions planned to be provided in October
- Agree to extending the training to relevant partners and stakeholders, including parish councils and standards committee members.

### **8. Finance**

Provision of training internally will save training fees previously paid to IPF.

### **9. Risks and Uncertainties**

The Council will be required to comply with any measures introduced by the Government relating to local authorities' budgets. Delivery of the annual Budget and the MTFS is essential to the achievement of the Council's key priorities. Relevant stakeholders will need up-to-date information on the factors and pressures affecting the Council's finances and how its finances are controlled.

### **10. Policy and Performance Agenda Implications**

National decisions will affect the Council's Medium Term Financial Strategy and annual budgets and the Corporate Plan and Community Strategy. Effective and efficient use of available resources will be essential to the Council's ability to achieve Value For Money in the delivery of its services.

### **11. Background Papers and Consultation**

Budget Presentation, Performance, Scrutiny and Overview Committee, 10 July 2009

#### **Contact Names:**

*Colin Earl, Director of Internal Audit and Governance, x2033*

#### **Appendices:**

**Appendix A - Draft Public Sector Finance and Financial Management Programme**



**ROTHERHAM MBC  
PUBLIC SECTOR FINANCE AND FINANCIAL MANAGEMENT**

**DRAFT PROGRAMME**

<b>Session length</b>	<b>Content</b>
40 minutes	An overview of local government finance – the national framework for determining local government spending and the impact on local authorities
20 minutes	The General Fund, Housing Revenue Account and Capital
40 minutes	Setting the Medium Term Financial Strategy and the annual Council budgets in Rotherham
20 Minutes	The Council budget broken down
15 Minutes	Budget monitoring, reporting and management arrangements & respective responsibilities
15 Minutes	Emerging themes and other related issues
<b>2 HRS 30 MINUTES</b>	<b>TOTAL TIME</b>

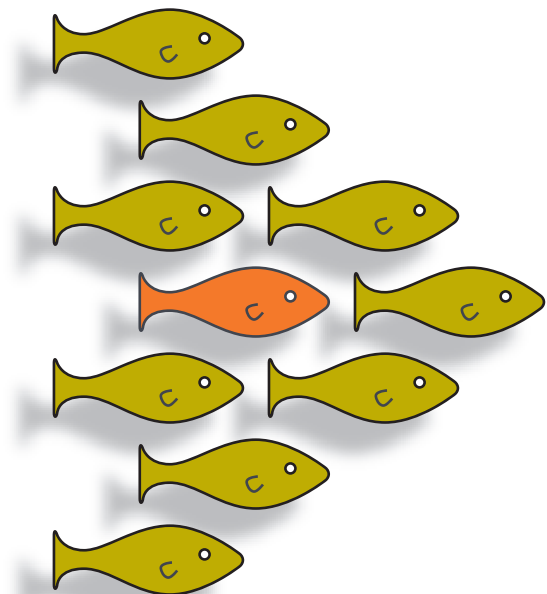
**The training will involve a combination of presentations, delegate discussions and case studies.**

# The 21<sup>st</sup> Century Councillor

## local leadership conference 2009

5 November 2009

Crown Plaza Hotel, Nottingham



## The 21st Century Councillor

**09.30 Registration and refreshments**

10.00 Housekeeping Announcements

10.05 **Welcome Address**  
Paul Roberts, Managing Director, IDeA

10.25 **The future of Community Leadership – a councillors view**  
Lead Peer to be confirmed

10.50 **Communicating with your community**  
Seltzer Cole, FIZZ Media

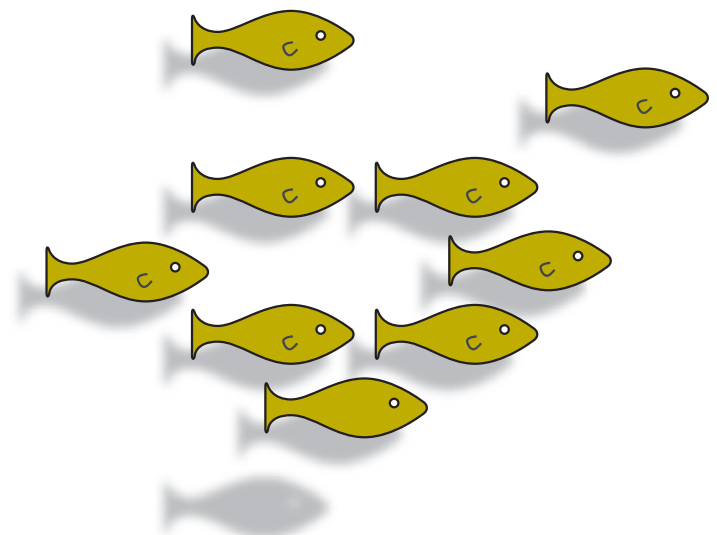
11.25 **Panel Discussion**  
Mark Edgell, Regional Associate, IDeA (Chair)  
Pascoe Sawyers, Programme Manager, (Political Leadership) IDeA  
Seltzer Cole, Director, FIZZ Media  
Lisa Butterfill, HR and Development Manager, Local Government East Midlands

**12.00 Lunch**

13.00 **Workshop Session 1**  
Choice of six workshops

**14.15 Coffee**

14.30 **Workshop Session 2**  
Choice of six workshops

**15.45 Close**

Workshops			Speaker / Facilitator
1	Starting from Scratch	<b>Case Study</b> How do you introduce and build a member development strategy and programme	Chris Farquhar <i>Member Development Manager</i> Bradford City Council Cllr - - - (tbc)
2	Member Development in District councils	<b>Case Study</b> Member Development in the Leicestershire & Rutland Improvement Partnership	Bill Cullen <i>Deputy Chief Executive</i> Hinckley & Bosworth Cllr - - - (tbc)
3	Standards of Behaviour	<b>Presentation and Discussion</b> A summary of current standards concerns, issues being raised and councillor training implications	Anne Rehill <i>Advice and Guidance Manager</i> Standards Board for England
4	Working with Councillors	<b>Discussion</b> What skills/qualities do member development staff need? With representatives from the Association of Democratic Services Officers	Mark Towers Blackpool Borough Council John Austin <i>Deputy Director of Corporate Governance</i> London Borough of Enfield
5	The Future Councillor	<b>Presentation and Discussion</b> What is the future for the local councillor, how will the role change and how do we prepare them for the challenge?	Professor Colin Copus De Montfort University
6	Councillor Support	<b>Case Study</b> Reviewing and addressing the wider support needs of councillors.	Dave Carey <i>Business Development Manager</i> Mick Lowe Cllr - - - - (tbc) Thurrock Council



Booking form and delegate information

## The 21st Century Councillor – 2009 Local Leadership Conference

delegate rate: £85 plus VAT per delegate

£75 plus VAT if booking three or more places at the same time

**Please note:** we need an official purchase order number on the booking form

### Delegate one

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

Job title/Councillor \_\_\_\_\_

workshops (please write number 1 – 6) \_\_\_\_\_

### Delegate two

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

Job title/Councillor \_\_\_\_\_

workshops (please write number 1 – 6) \_\_\_\_\_

### Delegate three

First name: \_\_\_\_\_

Surname: \_\_\_\_\_

Job title/Councillor \_\_\_\_\_

workshops (please write number 1 – 6) \_\_\_\_\_

### Contact name and address for instructions to be sent to

Address: \_\_\_\_\_  
 \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Facilities requested *(please tick as requested)*

Vegetarian diet	<input type="checkbox"/> <small>delegate 1</small> <input type="checkbox"/> <small>2</small> <input type="checkbox"/> <small>3</small>	Vegan diet	<input type="checkbox"/> <small>delegate 1</small> <input type="checkbox"/> <small>2</small> <input type="checkbox"/> <small>3</small>	Large print	<input type="checkbox"/> <small>delegate 1</small> <input type="checkbox"/> <small>2</small> <input type="checkbox"/> <small>3</small>
Wheelchair access	<input type="checkbox"/> <small>delegate 1</small> <input type="checkbox"/> <small>2</small> <input type="checkbox"/> <small>3</small>	Induction loop	<input type="checkbox"/> <small>delegate 1</small> <input type="checkbox"/> <small>2</small> <input type="checkbox"/> <small>3</small>	Other	<input type="checkbox"/> <small>delegate 1</small> <input type="checkbox"/> <small>2</small> <input type="checkbox"/> <small>3</small>

Booking form and delegate information

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delegate rate: £85 plus VAT per delegate

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**Please note:** we need an official purchase order number on the booking form

The conference fee must be paid by your council in advance of the event. Payment should be sent to the address below. Please quote delegate name/s, event title and date.

To IDeA: please send an invoice for the delegate fee/s quoting our reference/purchase

order no:

I accept that we must make immediate payment upon receipt of the invoice.

signature

date

to book your place, contact

**Local Leadership Conference 2009**

**National Leadership**

**Improvement and Development Agency, Layden House,**

**76–86 Turnmill Street, London, EC1M 5LG**

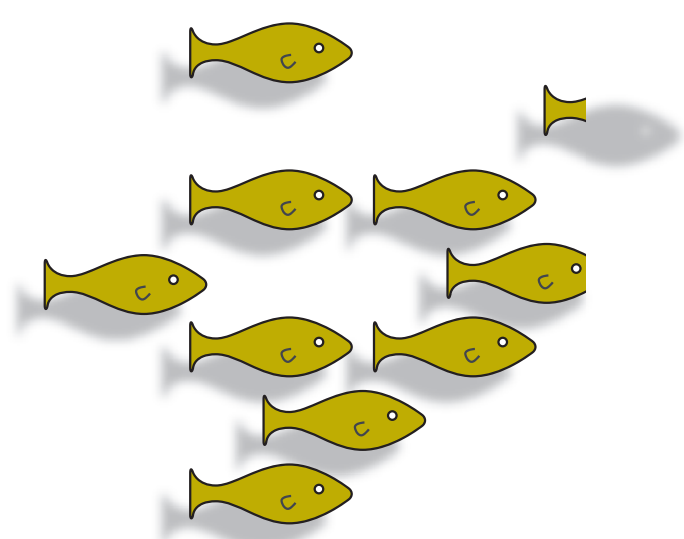
**telephone 020 7296 6630 fax 020 7296 6665 email [local.leadership@idea.gov.uk](mailto:local.leadership@idea.gov.uk)**

You can also download this form from the IDeA Knowledge website at [www.idea.gov.uk](http://www.idea.gov.uk) and return it by post to the address above, and you can request an email version in Word from [local.leadership@idea.gov.uk](mailto:local.leadership@idea.gov.uk).

Demand for this event is expected to exceed capacity – applications will be dealt with on a first-come, first-served basis.

Cancellations made after 31 October will be charged in full. A refund will be given if cancellation is received prior to this date. Cancellations must be received in writing or by fax. Written confirmation will be forwarded together with joining instructions prior to the event. It may be necessary for reasons beyond the control of the IDeA to change the content and timing of the programme, the speakers or the venue.

Data protection: the information you have provided may be used to inform you of other IDeA products and services. If you wish to receive such details please tick the box.



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**IDeA**  
Layden House  
76-86 Turnmill Street  
London EC1M 5LG  
telephone 020 7296 6600  
facsimile 020 7296 6666  
email [info@idea.gov.uk](mailto:info@idea.gov.uk)  
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L09-545



*Local Government Association*

The Local Government Association is the national voice for more than 450 local authorities in England and Wales. The LGA group comprises the LGA and five partner organisations which work together to support, promote and improve local government.



**ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS**

1.	<b>Meeting:</b>	<b>Members' Training and Development Panel</b>
2.	<b>Date:</b>	<b>17th September, 2009</b>
3.	<b>Title:</b>	<b>Media Training</b>
4.	<b>Programme Area:</b>	<b>Chief Executive</b>

**5. Summary**

The purpose of the following is to develop a media training programme for Members.

**6. Recommendations**

To seek Members support on the following:-

- to provide up to 6 members with media skills training
- to provide a seminar for additional members in relation to media awareness



## **7. Proposals and Details**

Arising from Members' personal development plans RMBC's Head of Scrutiny and Member Support Services and the Head of Communications have identified a media training company. Television and Radio Techniques (TRT) is a specialist media training company, based in Sheffield. With nearly 30 years success they have a dedicated team of fully qualified, highly experienced tutors with journalistic backgrounds.

TRT can provide a training package on Media Skills Training for up to 6 members (programme attached). In addition, a workshop can be provided for additional members on media awareness via RMBCs Communication and Marketing service.

## **8. Finance**

The training will be financed by the Member Development Training budget

## **9. Risks and Uncertainties**

The work undertaken will ensure RMBC Members are trained and equipped to deal with media interaction appropriately.

## **10. Policy and Performance Agenda Implications**

## **11. Background Papers and Consultation**

**Contact Name** : *Cath Saltis, Head of Scrutiny Services and Member Development, ext 22776*

..TRT.. ..TRT..

**The Media Training  
Company**

**...enhancing your  
media presence**

**TELEVISION & RADIO TECHNIQUES Ltd**  
**The Studio**  
**4 Leeds Road**  
**Sheffield**  
**S9 3TY**

**Tel: 0114 242 4383 or Fax: 0114 242 4341**  
Mail: [info@t-r-t.co.uk](mailto:info@t-r-t.co.uk)  
Or visit our web site: [www.t-r-t.co.uk](http://www.t-r-t.co.uk)

## TRT - a success story to share in

At TRT we train, advise, help and inspire you towards a professional media presence.

For over 30 years we have been showing our clients the trade secrets of mastering the media. The world may have changed but successful communication remains the goal for everyone.



Now that technology allows more coverage and exposure than ever before, reputations can be made or lost in an instant, meaning that media management is more important than ever.

As a long respected media training company TRT is based in Sheffield with extensive UK and Continental European coverage. We

have clients from some of the most recognised brands in the world but you do not have to be big to know the enormous value of the opportunities that the media can offer.

We have a dedicated team of fully qualified, highly experienced tutors with journalistic backgrounds who not only live and breathe the media, but they can explain and teach it too.

From full blown Crisis Simulation Tests in which your responses are gauged and analysed to simple News Statement Either in our specially equipped studio or the convenience of your own offices TRT has chosen to specialise in media training.

It's a big subject and it evolves at pace, so we believe that the best way to ensure that our clients continue to get the most up-to-date advice and training is for us to concentrate on what we're good at.

We haven't diluted our commitment and that's how we have stayed at the top for over 30 years.

## Our Clients - in their own words

Many of our clients think of TRT as a seamless extension of their own internal training. We train anywhere at anytime but there's only one question that matters; are the clients happy? We'll let you judge by reading what our clients say themselves about TRT Media training. If you want to talk to our clients we can arrange it but here is a sample of their comments.



**"Good experience. We now know what to expect when the time comes"**  
Traffic Manager Highways Agency

**"The best course I have ever attended, effective and realistic."**  
" Senior Officer, Defra

**"Realistic and terrifying, 20 years in the police and I thought I had nothing left to learn...I was wrong."**  
Senior Police Officer South Yorkshire Police

**"Scepticism changed to enjoyment and full understanding...it's changed our crisis planning for the better."**  
Senior Communications Manager National Starch

**"Who said you can't teach an old dog new tricks, probably the most valuable course I have ever attended."**  
Senior Press Officer HBOS

## Other Available Courses

- **Effective Public Meetings**
- **Webcasting**
- **Media Mentor**
- **Media Seminars**
- **Message Development**
- **Autocue**



For informal discussion, dates, timetables and prices call the team

**Tel: 0114 242 4383 or Fax: 0114 242 4341**

Mail: [info@t-r-t.co.uk](mailto:info@t-r-t.co.uk)

Or visit our web site: [www.t-r-t.co.uk](http://www.t-r-t.co.uk)

## The TRT Ethos – making media simple

### Bespoke course design

Every client is different and every business works in its own way. We recognise that one size does not always fit all. Our long experience has shown us that for media training courses to work well bespoke is best. With a course designed with group abilities and their future media exposure in mind we can maximise the use of your training time and achieve so much more than with a generic approach.

### Media Partnership

By taking the time to understand your organisation and those key messages it needs to deliver we keep the training relevant. By seeing the world from your perspective we are able to act as a media training partner using our experience to advise you on how best to shape and deliver the vital messages.



### Continued Support

So what happens when you've done the course but on the day of an unexpected interview you suddenly need some last minute advice? Relax, we're here to help. Our 24/7 helpline means that any delegate who has been on one of our courses is only a phone call away from our professional guidance.

## Constantly Improving

We take our responsibilities seriously and we know that the only way to provide the best is to keep getting better. By monitoring and evaluating all courses and client meetings we are able to adjust and adapt our output to maximise the benefit to delegates.

## Confidentiality

We operate under the strict CIPR rules of confidentiality and as an added reassurance for our clients we even provide our own additional confidentiality agreement. No matter how sensitive your business dealings our media training is water-tight.



### **For the presentation we cover:**

- Your objective - what do you hope to achieve through your presentation?
- Preparing and structuring your message and your content.
- Structuring your presentations to maintain audience interest.
- We will demonstrate to you the difference between written and spoken word.
- Making an entrance and getting started.
- You will learn how to incorporate visual aids and speaker support.
- How to deal with questions and interruptions.
- We will show you the tricks of the trade used by presentation professionals!

We offer a single day's training course because we know your time is valuable, however it's a very intensive session with the emphasis placed upon practical learning. The day is built around a series of practical exercises where each participant has the opportunity to make their own presentations. Presentations are recorded and then played back and discussed in detail by our expert tutors to

bring out any relevant teaching points. There are then opportunities for you to put those techniques into practice to chart your own improvement!

We'll cover all you need to know about making effective presentations!



# Personal Presentation Training

Presentations of all kinds represent important opportunities for you to promote yourself and your business - your ideas, your products, your ethos, and your people. Our single day course covers all the skills you need to make effective presentations and for you to see them as promotional opportunities.

Throughout your session, either as an individual or working as part of a small group we focus upon the two key areas, the person and the presentation.



## **For the person we cover:**

- Improving confidence in a presentation environment and controlling nerves.
- Body language and posture points for both standing and seated presentations.
- Techniques related to hands and eyes, gesture and movement.
- We identify verbal techniques and the effective use of voice; pitch pace and tone.
- We encourage moving you away from dependence on scripts.
- Familiarising you as a presenter to a variety of settings and styles.
- Making the most of presentation strengths and minimising any perceived weaknesses.
- Fostering a positive approach to presentations.

# OUR

# COURSES

# Television Interviews

In a television interview the journalist has the advantage and knows how to use it, that's why so many interviewees look uncomfortable and ill at ease. The cameras, lights and overall pressure of the strange environment can cause even the most confident speaker to freeze. Unfortunately, for most people the first time they ever see a television studio will be their one and only chance to get it right.



However at TRT we have a real studio setting and professional equipment to give our delegates a controlled taste of life under the spotlight. They will be given their chance to shine and then through playback and analysis, be guided on how to improve their presentation and the most effective techniques to use.

In this realistic setting they will learn about:

- Body Language and Posture which can be so important on screen.
- Message and Delivery - what are the vital elements?
- Voice Control and Modulation - are you undermining your impact?
- All forms of Television Interviews including ISDN and Outside Broadcast.
- Handling of Aggressive Questioning - which for the novice can be so daunting

By following basic pointers delegates of any level will complete the course with the ability to turn a hostile interview into a positive platform.

# One-to-One

TRT experts can respond immediately to requests for assistance in preparing a spokesperson for specific interviews on TV, radio or in the press. The media moves fast and time is always of the essence, so our service focuses on speed and effectiveness.

Confidence in an interview can make all the difference so we will test the message and then coach and prepare you so you feel supported and protected.



# Writing Effective News Releases



News releases are still the best way for any company to spread their message and spark media interest.

With piles of releases hitting editors' desks everyday, very few make it to press. If you are writing yours in the wrong way it's unlikely that they will be picked up.

Our course will help maximise your chances of getting your important stories out into the media.

It covers:

- Positive writing – helping the story
- Structure of effective releases – there is an accepted structure that editors look for
- Identification of key media contacts – you may have a great story but where should you send it?
- What makes a good story? – what do editors look for and what will they print

Building relationships with recipients – once they trust you your stories have a much better chance. Up to 95% of news releases end up in the bin, that's a lot of wasted time and effort. This course will make you a more effective release writer and give you a fighting chance to be in the 5% that make it.

# Press and Radio Interviews

Interviews in the press or on radio can be double edged swords. They provide valuable free publicity or can be PR disasters depending on how they are handled. With TRT training, a company Spokesperson will gain the confidence, skills and techniques to see them all as opportunities and not threats.



In a structured and easy to follow course we'll explain key elements such as:

- Maximising your message, to make sure you're not wasting your opportunity
- How to use control phrases in an interview
- Painting pictures with words to make a positive impact.
- Avoiding the bad sound bite, and how not to be haunted by a throw-away phrase
- How to construct your message so that it says what you want it to, even when edited

Press and radio interviews usually happen with very little warning and it's your company's public standing that is often at stake. Insure against the loss of your hard won reputation by making sure that you are trained, ready and prepared



# Crisis News Management

When a crisis strikes such as a major fire the logistical emergency plan is only half the story. How the public, staff, customers and other interested parties are handled through the voice of the media will form a



lasting impression. Media management should be an integral part of any crisis plan.

TRT can show you how to protect your company's reputation during times of emergency, which is when the press can be at their most aggressive.

We cover:

- Door stepping by the media, how to handle and how not to react
- Making a news statement, the structure and form of clear and positive communication
- How to hold an efficient news conference will show you how to maintain a dignified and professional approach
- Identification of key spokespeople avoids panic and confusion in a crisis
- How to return to normal media relations helps to form the stable platform to move on and re-establish normal relationships

Any effective Crisis Media Plan should encompass all these elements and more and at TRT we have real world experience of how to build a plan that you can rely on when you need it the most.

# Crisis Simulation

With a comprehensive media plan in place you may feel secure but will it work, you would not leave your logistical plans untested. So if you are unsure of what a critical test should encompass and how to run one you should talk to us.

At TRT we have 15 years experience of testing our clients' media responses under crisis conditions. We will make recommendations on the fine tuning of your plan & advise on areas of concern.



Set in real time for maximum realism our test will run from the initial contact or incident through to the final interviews.

This exhaustive assessment includes all media elements such as:

- Door stepping
- Telephone enquiries
- Radio and TV interviews
- News statements
- News Conferences
- Live News Feeds
- At the end of the test there is a full written report and recommendations

A back-up plan that is out of date and neglected may be worse than useless and provide a false sense of security. The only way to know how the plan will work is to test it. If a crisis occurs your response is what the world will remember.

# MEDIA INTERVIEWS SKILLS TRAINING

## 5-6 Delegates

9.00	Arrive, Coffee & Briefing – Set Aims & Objectives
9.30	Planning & Preparation.
9.45	Record Interviews 3x TV Outside
10.00	Playback, Analysis & Review
10.45	Break and Planning – The Media Interview Planning Guide
11.00	Record Interviews 3x TV Outside
11.15	Playback, Analysis & Review
11.45	Break and Planning
12.00	Record Interviews 3x Press Style over the Telephone
12.15	Playback and Review
1.00	Lunch
1.45	The Media Interview Code Planning
2.30	Record Interviews 3x Radio Face to Face

2.45	Playback, Analysis and Review
3.15	Break and Planning
3.30	Record Interviews 6x TV Face to Face
4.00	Playback, Analysis and Review
4.45	Course Summary Q&A Session Handout of Course Support Material
5.00	End of Course

Timings are Subject to Change Depending on Delegate's Individual Needs