

# Media Training

With sarahBee marketing



sarahBee marketing

# The Rules!

- Be prepared – ask the presenter what will be the first question that he asks you
- Take some notes along
- Have 3 key messages
- Ask if a website or phone number can be given
- Check name(s) of presenter(s)
- Have some statistics – paint a picture
- Use some personal anecdotes



# The Rules!

- Watch your tone and pace (most people speak too quickly on the radio)
- Don't fiddle with papers and documents
- Don't move around – keep near the mic
- Address the presenter by his name
- Use quotes e.g. from industry bodies, celebrities, government etc
- Finally, relax and enjoy it

