



Martha Leishman

Drama at Work

Meet the Press

A full day one day workshop for up to eight people, or one-to-one executive media training.

Comprehensive media training with practical exercises which equip you to engage confidently with the press and deliver your key messages effectively.

With corporate communications expert and former journalist Valerie Darroch, and actor/coach Martha Leishman.

Following the event all participants will:

- Understand the principles of effective communication in the media
- Know their unique strengths as communicators
- Perform confidently to the press
- Know what their 'story' is
- Be aware of the traps journalists can use, and how to deflect them
- Understand different techniques for dealing with difficult situations
- Be confident in their role as company ambassador
- Take-away a toolkit of techniques to enhance delivery

How do we achieve the above?

- Providing techniques to support your performance
- Providing professional input from an experienced writer to help hone your pitch
- Real time practice of challenging interviews with a professional journalist
- Inputting techniques to put you to be in charge of your media dealings
- Playback of recorded interview in a one-to-one review

Credentials



About Valerie Darroch

Valerie is an award-winning media professional who provides corporate communications consultancy services to clients in a range of sectors including financial services, oil and gas, and the public sector.

She established her own media consultancy business six years ago following a successful 20-year career in journalism. Her services include one-to-one corporate affairs advice and media training for chief executives; writing, and commissioning corporate publications and DVDs; and PR strategy.

She began her journalism career in London where she was Chief Correspondent for Reuters, the world's largest news agency, responsible for all UK corporate news. She also worked as a reporter and producer for Reuters Television.

Valerie has travelled extensively in her career, undertaking assignments in Continental Europe, Africa, Australia, Asia and the United States. She returned to Scotland in 1998 and worked for Scotland On Sunday and later The Sunday Herald. She received an award as 'Business Writer of the Year' in the Scottish Press Awards and continues to use her writing skills in producing crisp and lively copy for corporate clients.