



**TRAINING**

# Media Training

**JUNE 2022**



## About Dods Group

Dods is a specialist content, media services and events company delivering information and analysis across multiple platforms. Dods provides the relevant information, topical knowledge, actionable insights and critical connections vital for its global client base to understand, navigate and engage in the political and public policy environments across the United Kingdom and European Union. For further information, please visit: [www.dodsgroup.com](http://www.dodsgroup.com) or contact us at [customer.service@dods.co.uk](mailto:customer.service@dods.co.uk)

# Introduction

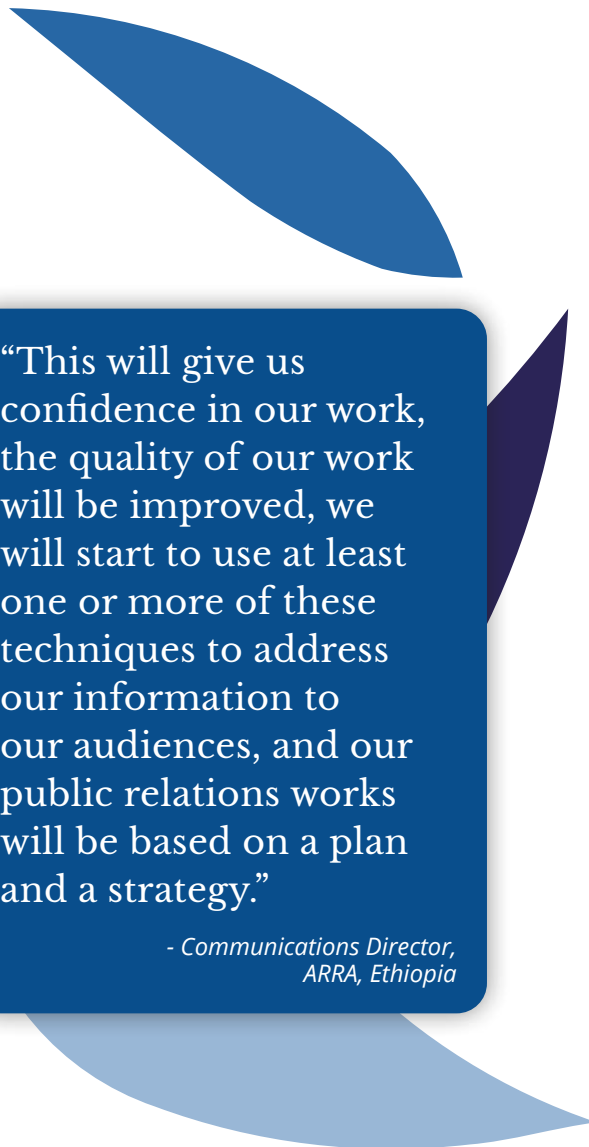
Dods offers several media training courses, delivered by our team of award-winning journalists and media experts who have extensive experience providing training and coaching to organisations around the world.

We are currently the exclusive provider of Executive-level media training to the European Central Bank (Executive and Supervisory boards) and prime supplier of all media training to the UK Civil Service.

Over the past 10 years we have worked with UNDP offices across the world to deliver media and communications training, coaching and consultancy.

Our team has worked with international development institutions including the World Bank, African Development Bank and Caribbean Development Bank. We have also delivered Strategic Communications Training for policy professionals at the Foreign, Commonwealth and Development Office (FCDO) and for Crisis Communications and Social Media Training for UNDP Ministry of Peace, Ethiopia.

**Since March 2020 we have delivered over 200 workshops focused on media and communications skills, all via Virtual Learning Environments (including using MS Teams, Zoom and WebEx).**



“This will give us confidence in our work, the quality of our work will be improved, we will start to use at least one or more of these techniques to address our information to our audiences, and our public relations works will be based on a plan and a strategy.”

*- Communications Director,  
ARRA, Ethiopia*

# Our Courses

The courses below are available through the Government Skills and Campus Unit curriculum, on the 'Off the shelf' catalogue'

## Advanced Level Media Management Workshop (1 day)

Evolve your media training skills to become a confident spokesperson for your department and better achieve your objectives.

### You will learn to:

- Understand the main media do's and don'ts
- Direct the interview agenda proactively from your objective
- Deal with confrontational journalists confidently
- Handle sensitive topics and crisis interviews
- Prepare and articulate key messages to promote the work of the organisation
- Maximise opportunities for attracting external attention to the organisation, convincing journalists of news value

## Media Handling Training (Half Day)

You will improve your understanding of the current media environment – and use that knowledge to your advantage.

### Outcomes include:

- Being better equipped to produce messages that are appropriate, effective and strategic
- Increased effectiveness at interacting with media representatives in a way that meets your office's objectives

# Case Studies



## Media training for Executives and Board members of the European Central Bank

We provided media training and crisis communication services, delivered in English, Dutch, French, Greek, Italian and Spanish to the members of the ECB Executive Board/Supervisory Board and senior managers.

We worked with ECB to support on strategic elements and on highly sensitive and timely subject areas with regard to media engagement and dissemination of important information in the public sphere. In each of these deliveries our teams worked closely with ECB press officers and relevant team member to ensure desired outcomes of the training were established in advance and that we had appropriate criteria in place for measuring success.



## Food Standards Agency - Advanced Media Skills Training

Dods delivered advanced media handling skills for the CEO and others in the Senior Management Team to support pro-active handling of media crisis, improved messaging, and coaching and feedback to individuals based on tailored scenarios.

‘It was a great pleasure working with Dods. They understood our training needs and the importance of having a trainer with the experience to help our senior people become excellent media performers. The organisation in advance of the training was flawless and the arrangements on the day worked very well. Paul was an excellent trainer who quickly gained the confidence of the three executives he was working with, and this made the session particularly rewarding and valuable.’

*- Justin Everard, Head of External Communications, Food Standards Agency*



## Defra - Drinking Water Inspectorate

The DWI had a requirement for media handling skills for senior inspectors. Since 2021 Dods has been delivering courses regularly to DWI to develop skills in knowing how to prepare appropriately for media interviews, anticipating likely questions and staying on message.

Dods has trained senior inspectors, tailoring case studies to reflect current organisational priorities and risks.

The success of the courses is reflected in the regular re-booking of 'Advanced Media Handling' and 'Media handling'.



Foreign, Commonwealth  
& Development Office

## Communicating in Foreign Policy - FCDO

In 2017 Dods won the contract to deliver the FCO's flagship 'Communicating in foreign policy' training programme. This blended learning solution combined a bespoke e-learning product with in-person workshops to provide staff with a framework for communicating and the tools to get their message across.

The modular approach of this programme began with a strategic framework for communications planning, before focusing on written communications skills for officials operating across the world and in a variety of different cultural and diplomatic contexts. Outcomes were established around clear and succinct communication. The success of the programme led to contract extension and has seen very positive feedback.



# Media Coaches and Facilitators



## Camila Reed

Camila Reed is a director running her own digital media and communications firm. She has over 20 years communications

experience running campaigns, breaking news and setting the news agenda. She is an experienced multi-media journalist, editor and broadcaster. She has management experience with responsibility for large teams located around the globe, gained while covering financial markets at ThomsonReuters. As a member of the EMEA staff group she helped decide strategic staffing and management policies and was on the working groups for appraisals, diversity and flexible working. She helped set up Reuters Insider TV. She has also reported for the BBC World Service and various magazines and developed digital brands for UK legal firms. She is an accomplished public speaker and conference moderator. She is involved in product launches and developing digital content for social media for large and small firms.



## Paul Gallagher

Paul is an experienced media communications strategist, media trainer, writer and editor. He works regularly with the World

Bank, the United Nations, the Organisation for Economic Co-operation and Development (OECD), the European Central Bank (ECB) and the Thomson Reuters Foundation (TRF) in Africa, Asia, the Middle East and Europe. He has worked with governments, judges and embassies around the world on media projects.

A former Reuters Editor and Foreign Correspondent with outstanding writing and editing skills gathered over 15 years working at top international news agencies and national newspapers in Europe, he has worked with parliaments in Georgia, Ukraine and Montenegro, as well as with UN agencies, including UNDP, UNICEF, the FAO, UNFPA, as well as the United Nations Staff System College (UNSSC).





## Adam Batstone

Adam started his career in journalism as a reporter at the *Northern Echo* in 1991, before moving to the Glasgow Herald and then freelance reporting for *The Daily Telegraph*, *Daily Mirror* and *Express* newspapers. He moved to the *BBC* where as well as reporting, producing and editing for radio and television, he was part of the small team which created BBC Online as well as launching *BBC News 24*.

As well as his media and digital experience and expertise, he also spent three years on the other side of the PR and media fence working in corporate communications at a corporate PR agency helping to frame media strategy for the likes of EDF Energy, JD Sports and John Lewis. He has particular knowledge of government, the legal sector, higher education and heavily regulated businesses like pharmaceuticals and the drinks industry. Adam is a highly experienced and respected media trainer who has helped multiple clients to prepare for media interviews and other external facing events. His clients include Diageo, National Highways, The Consumers Association, Ofcom, The Health Foundation, Royal Holloway University, Nationwide, Brooks MacDonald LLP and the BBC.





## Paul Richards

Paul specialises in training courses on presentation skills; speech-writing and speech-making; television and radio interview

skills, the workings of government, national and local; working with ministers and advisers; effective writing skills for briefings and submissions; and oral briefing skills.

His clients include businesses, trade associations, trade unions, charities, and senior politicians. For 11 years he has taught speech-writing on the MA International Relations course at the School of Oriental and African Studies (SOAS), University of London. He was also a guest tutor for one year on the Politics MA course at Queen Mary University of London (QMUL).

Paul was a special adviser to two secretaries of state in three departments: Health, Cabinet Office and Communities and Local Government. He has also worked as a policy researcher at the House of Commons for several front-bench Members of Parliament, starting in 1991. Paul has also been a local government officer, and worked in communications for a national charity.



## Katharina Roelofs

Katharina has worked in government communications since 2007. Her roles have included strategic

communications, behavioural change campaigns, press office, and events and visits in three major Whitehall departments: the Department of Health, Foreign Office and Department for Education.

She has extensive experience of directing and coordinated high-profile strategic communications campaigns including stakeholder management, press handling, social media, speeches and events. She led successful strategic campaigns on subjects such as universal infant free school meals, curriculum, pupil premium, Be Clear on Cancer bowel campaign, the Dementia Strategy and the Prime Minister's "Carers" Strategy.

In addition to her role as Associate for Dods Training, she also works for the Department of Health and Social Care strategic communications team as the Chief Campaigns Officer with responsibility for the Office for Health Promotion. Part of that role includes internal change communications, for the transfer of staff from Public Health England into the Office for Health Promotion within DHSC.

# How to Book

Both *Media Handling Training and Advanced Communication Skills - Handling the Media* can be found [here](#) in the Government Campus brochure. This also features pricing information and booking forms.

To make a booking please identify the product you require from the overview of offer brochure, confirm the price and submit a booking request form. You will receive a notification email once you have submitted a booking request. Once your payment details are validated you will receive a further notification that KPMG advisers are working to confirm your booking with Dods. Dods will then get in touch with you to arrange a briefing call and schedule the booking.

# Contact Details

You can contact Government Campus by email  
[support@governmentcampus.co.uk](mailto:support@governmentcampus.co.uk)

Or by phone **0203 640 7985** to resolve any queries about booking

For further details about our Media training, contact:  
[Tina.Seth@dodsgroup.com](mailto:Tina.Seth@dodsgroup.com) or  
[Alice.McDavid@dodsgroup.com](mailto:Alice.McDavid@dodsgroup.com)

# Dods Expertise

## Media

Dods award-winning media publications cover the fast-moving UK and EU political and public sector landscapes. With unique access to the corridors of government, our highly experienced journalists deliver expert and impartial analysis of the

political scene. Our titles are read and written by the policymakers and power brokers who lead the political debate.

Through Dods you have the opportunity to reach the influencers driving the UK and EU agenda with proactive political engagement.

## Events

Dods Events allow organisations to share their messages with our influential and engaged audiences across the UK and EU. From conferences and summits to parliamentary receptions and policy debates, our events bring together leaders from across the political and public sectors.

Through unique sponsorship opportunities, organisations have the chance to network with and inform

targeted audiences, shaping and implementing the policy agenda across the UK and EU.

Experts from our editorial and content teams lead topic and content planning to ensure all our events are relevant and timely, focussing on the most important and engaging themes across the UK and EU.

- Parliamentary events
- Event Sponsorship
- Large scale event management

## Political Intelligence

We provide insight, intelligence and impact through our comprehensive suite of policy tools. Our services comprise of three main elements: *Dods Consultancy* – based in Brussels and London, our industry experts offer real-time analysis and impartial guidance on the latest policy developments and trends. *Dods Monitoring* – our recently relaunched platform offers instant alerts

and contextual insight from over 13,000 sources across the UK and the EU. *Dods People* – the original who is who in politics, *Dods Parliamentary Companion*, was established in 1832. Today, our stakeholder management tools cover the UK and the EU, helping you identify and communicate effectively with key contacts through online subscriptions and in print media format.



## **TRAINING**

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