Media training

Rosie Goldsmith and Max Easterman, Experienced journalists, First Take

BVA, London

09.30–17.30

Keywords: Interviews / Media communication / Tailored

09.00–09.30 Registration and refreshments
09.30–10.00 Brief introduction to the media
10.00–10.30 Key messages
10.30–11.45 Radio interviews including radio sound bites
11.45–12.30 Playback and analysis
12.30–13.00 Lunch
13.00–14.45 TV interviews including TV sound bites
14.45–15.45 Playback and analysis
15.45–16.00 Refreshment break
16.00–16.30 Introduction to the print media
16.30–17.15 Print interviews with feedback
17.15–17.30 Summary
17.30 Close

BOOKING TERMS AND CONDITIONS

Payment conditions
Payment for BVA courses must be received in advance to guarantee your place. On acceptance of your booking a confirmation email will be sent to you. Prices are subject to 20% VAT and bookings will be confirmed with a VAT notice.

Member discount
Please note that in order to qualify for the member discount it must be the member that attends the course. A member cannot book on behalf of a non-member to benefit from the discount. If a non-member attends in place of a member, they will be liable to pay the additional non-member fee.

Book three courses for the price of two
This offer is only valid for BVA members. All three courses must be booked at the same time. The cheapest course will be free. A practice may book using the offer and send a different member of their team to each course. This offer is only valid for BVA 2017 CPD courses and excludes media training courses and any webinars. The offer cannot be used in conjunction with any other offer relating to BVA CPD.

Cancellation policy
In event of cancellations received in writing no later than one calendar month in advance of the course, the fee will be returned less 25% to cover administration expenses. After that date no refunds will be possible. Substitutions may be made at any time, however, please see the condition about the member discount.

Programme information
The programme is correct at the time of going to press. However, due to unforeseen circumstances, the programme may change and BVA reserves the right to cancel the event or alter the venue and/or speakers. Where circumstances force BVA to cancel a course, the liability of BVA shall be limited to a refund of any fees paid for the course. BVA is not liable for any consequential loss.