

# Media training

Putting you in the picture

## What we do

### We deliver **bespoke** media training

- We prepare you to communicate your messages through **television, radio, and print** interviews
- We equip you to get the most from **media appearances**, helping to build your business or organisation's reputation
- We provide **communications skills** that will also be useful more widely for presentations, panel discussions, podcasts, or public engagement



### Useful training to fit your needs

- We come up with questions that are tailored to your **business** or **organisation**, allowing you to practise answering the types of questions that journalists will ask
- We give you **practice** in front of the camera, so that you can become comfortable answering journalists' questions
- We provide on-day verbal feedback for **individuals and groups**, and written feedback afterwards, helping everyone to learn and improve



## What our clients say

# Optima

"It's a challenge for fast-growing businesses like ours to carve out time for media training – but I'm so pleased we did. David and the team were patient and professional – and explained clearly how the training related directly to Optima's business growth. As well as benchmarking our capacity to deal with media interviews as a senior team, the session focused our minds on how we communicate what we do more effectively. I'd thoroughly recommend David and the team to other businesses looking to put a laser-focus on how to communicate what they do."

**Alan Crawley**  
CEO, Optima Partners



"David Lee Media & Events delivered an excellent media training package for West of Orkney Windfarm in October 2022. Highly relevant scenarios, tailored to individuals, were provided ahead of the sessions. The trainers set the scene very well, explaining the need for media training in a world of 24/7 information overload – and delivered the sessions in a very professional, but always human, way. Constructive feedback was delivered on the day and in a detailed report afterwards. I recommend their services to anyone with modern media training needs."

**Neil Davidson**  
Communications Adviser, West of Orkney Windfarm



## What our clients say



"David created an excellent bespoke media training programme for more than 20 academics during 2021 and 2022. He set the scene very clearly and then crafted very relevant and realistic scenarios to test their ability to explain complex research in a straightforward and engaging way."

**Fiona Duff**

Marketing and Communications Manager  
(Research), Heriot-Watt University



"Media training can be intimidating for academics, especially during the early stages of their careers, but David Lee Media made the process fun. David and his team came up with scenarios for the practice interviews that were relevant to our clients, which gave them the confidence they needed to speak to the media and also the tools and strategies required to handle tricky questions. It's been so successful that we now have researchers actively wanting to get involved with media work. The training was exactly what we needed during 2022 in the run-up to the opening of the new National Robotarium facility in Edinburgh."

**Annie Diamond**

public relations advisor to the National Robotarium, and director at Hot Tin Roof



"David Lee Media & Events has delivered high-quality and engaging media training sessions for seven different Oriam staff, most recently in 2022. The scenarios were well-planned and highly-relevant, and the questions were pitched appropriately for each participant. The feedback was very positive, and I would happily recommend the training to anyone seeking to build up the media skills of their team."

**Lorna Curtis**

Operations Director, Oriam (Scotland's Sports Performance Centre)



## Who we are



### David Lee

David spent 20 years working in senior positions at newspapers across Scotland and the North of England before setting up David Lee Media & Events in 2009. As well as delivering puns during media training for a wide range of companies and organisations, David hosts events, presents podcasts, and continues to write and edit. Outside work, he loves being on the water with Eskmuthe Coastal Rowing Club – both as a rower and a cox. On land, he is still an angry footballer and is much calmer when walking his two border collies, Jess and Dexter.



### Nick Draine

Nick has been a journalist since the days before Tony Blair was prime minister. He has enjoyed written and broadcast work covering everything from walking guides and features to hard news stories.



### Andrew Mulligan

Andrew has 20 years of experience in the video and broadcast industry, working on TV shows, social media and corporate marketing. He is skilled in producing, filming and editing content.



### Peter Ranscombe

Peter cut his teeth during nine years with The Scotsman newspaper before going freelance in 2014. As well as writing for titles including The Times, The Lancet, and Decanter, he is also a copywriter.

## Sectors we serve

The team at **David Lee Media** works with a broad range of companies and organisations across a wide variety of sectors. Our **specialisms** include:



Renewable energy



Data



Education



Law



Land and forestry



Sport



Entrepreneurs



Life sciences

## What it includes

- Half-day session for up to four participants
- Discussions beforehand to tailor bespoke scenarios
- Insights into 24/7 information world
- Two filmed interviews on the day for each participant
- Feedback from two interviewers and one videographer on the day
- Written follow-up feedback
- Price available on request





Once an initial training session has been completed, additional options available include:

- Focused training for an individual ahead of a specific interview
- In-depth training for small groups to practice tough questions relating to crisis scenarios or investigative reporters
- Prices available on request

**Quotes also  
available for  
online training  
sessions**



# Thank you

## Find out more

For further details about our bespoke media training, contact **David Lee**

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