

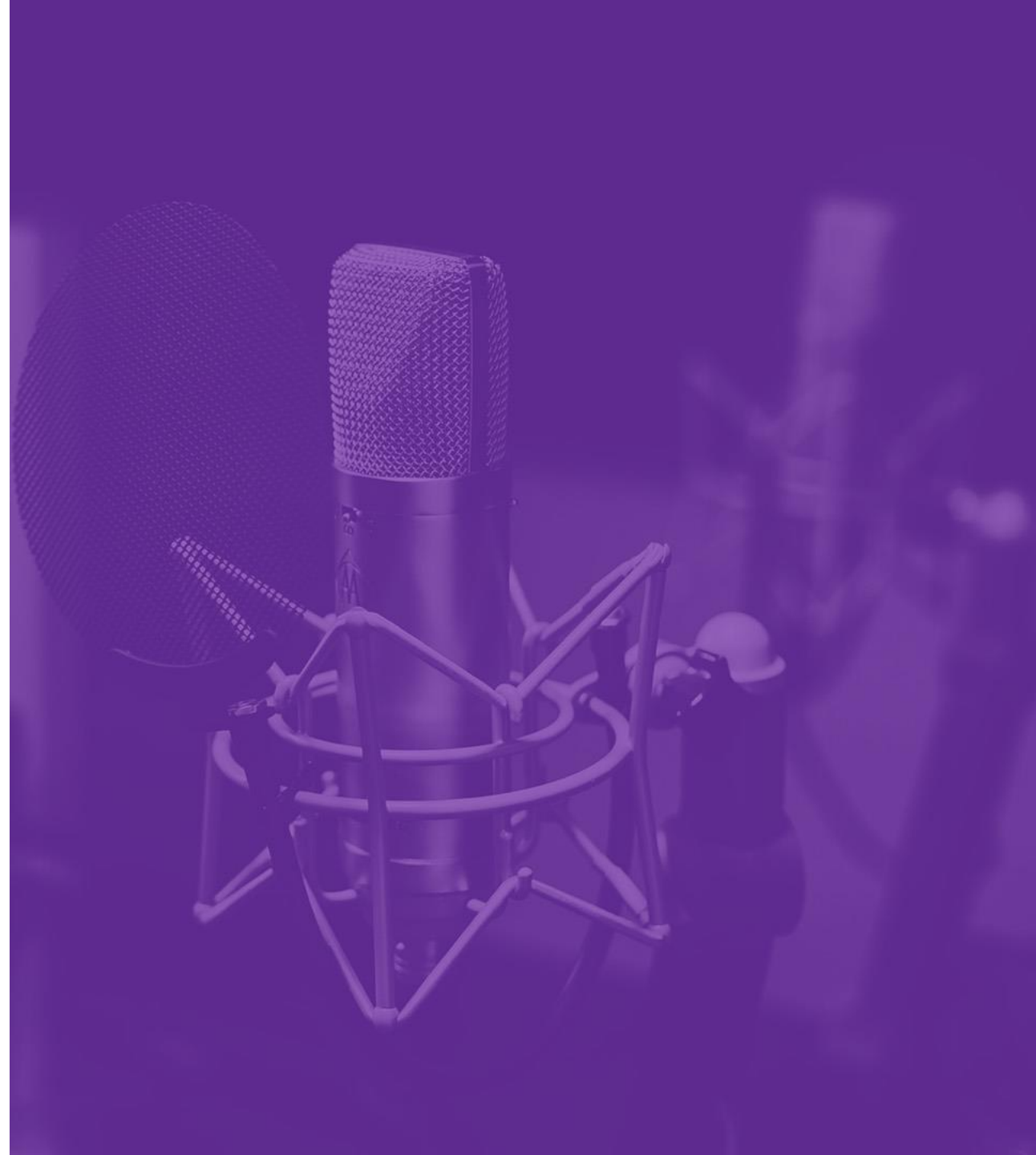
# Media training

High-quality. Bespoke. Relevant.

## 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
- Our training is designed to be relevant for a range of communications settings, including panel discussions, podcasts, or public engagement
- Our training builds the capacity of your organisation, and delivers a positive and bespoke experience to each individual trainee



### Useful training to fit your needs

- Our **real-world scenarios** will be tailored to your specific needs, with **relevant and practical questions** based on our current journalistic experience and knowledge of big issues
- We give you practice speaking to a journalist AND directly to camera (across two interviews) to reflect the most likely **real-world interview experiences**.
- We will focus on specific, issue-based scenarios, but also stress the need to get across strong, **overarching messages** to reflect well on your organisation.
- The trainers will speak after the first round of interviews to **shape the second interviews for each individual** - far more challenging for those who have done well, or with a renewed focus on straightforward messaging if someone has struggled.
- We provide on-day verbal feedback for **individuals and groups**, and written feedback afterwards, with suggestions on how each individual might be best deployed in future, PLUS our **12 Top Training Tips** pdf as a reminder of how to get the most from interviews.

## What our clients say



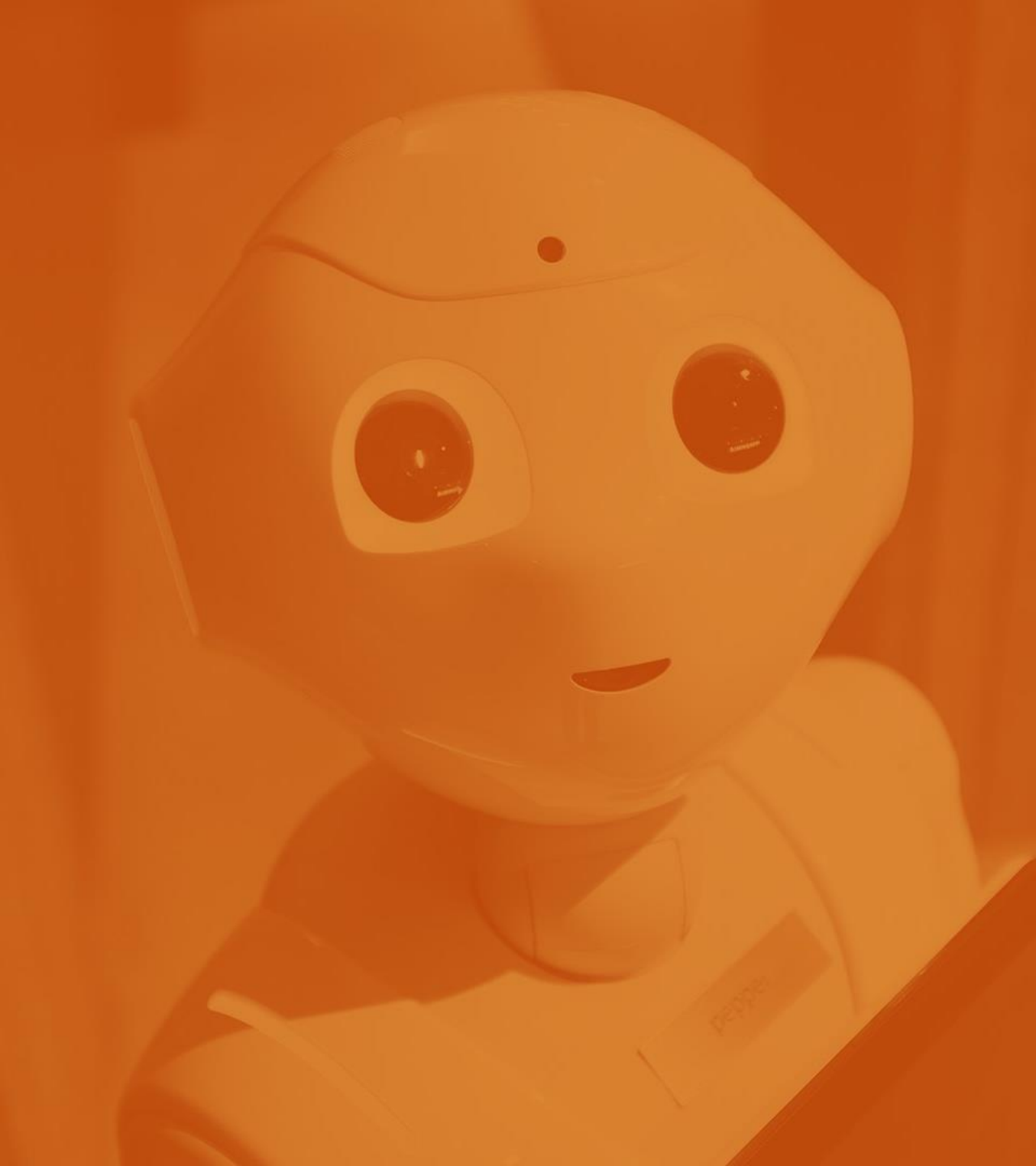
"The Bayes Centre team was very impressed by the training provided by David Lee Media & Events Ltd in December 2023. A lot of preparation had clearly gone into the session in advance to make it relevant and practical for all participants. The trainers engaged very constructively with the Bayes team, and provided informed responses to the numerous questions posed. Despite the naturally challenging aspects of media training they made the experience enjoyable. Overall, it was a very positive session which has helped build capacity in the Bayes team for responding to future media inquiries. I would happily recommend the team as a high-quality provider of highly relevant media training."

**Ruth King**  
Director, Bayes Centre



"I found the training invaluable in giving specific, tailored feedback and areas to work on. I had positive feedback about my voice modulation and pacing, but seeing my recorded self showed me aspects of my non-verbal behaviour I wasn't previously aware of and wanted to change. So I was able to make an informed choice about what areas of my performance I wanted to keep, what I wanted to discard and what I wanted to add to. I especially appreciated learning how to speak to camera and to speak to an interviewer. The training was tailored to my level, so – as someone relatively experienced in media work – I was given more challenging questions."

**Professor Thusha Rajendran**  
National Robotarium



## What our clients say



"David Lee Media and Events Ltd delivered an excellent half-day training session in November 2023. From the first contact to the receipt of the forensic feedback report, it was a very positive experience. The trainers took the time to understand the individual needs of each participant, and crafted appropriate, relevant and up-to-the-minute scenarios in advance. The interviews were delivered with great professionalism, with the second round specifically tailored to individual performance in round one. We would recommend the team without hesitation for high-quality, pragmatic training, good humour and excellent customer service."

**Professors Ele Belfiore, David Burslem, Jennie Macdiarmid & John Underhill,**  
Directors, Interdisciplinary Centres,  
University of Aberdeen



"David created an excellent bespoke media training programme for more than 30 academics. 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



"David Lee Media & Events delivered an excellent media training package for West of Orkney Windfarm. 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



"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

## Who we are



### David Lee

David spent 20 years in senior positions at daily newspapers 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 hones his interviewing skills as a regular conference host and podcast presenter. He specialises in a variety of topics, including technology, legal affairs and sustainability. David continues to write and edit, and to offer PR and public affairs advice. Outside work, he loves being on the water with Eskmuthe Coastal Rowing Club – both as a rower and a cox - and is an enthusiastic footballer of declining ability.



### Peter Ranscombe

Peter cut his teeth during nine years with The Scotsman newspaper before going freelance in 2014. His freelance work for The Press & Journal newspaper saw him named “Journalist of the Year: Nations & Regions” at the 2022 Wincott Awards and “Business writer of the Year” at the 2022 Highlands & Islands Media Awards. As well as penning articles for titles including The Times, Scottish Field, The Lancet, and Decanter, he is also a copywriter and David Lee’s straight man for media training sessions.

## Who we are



### Jill Brown

Jill Brown is a journalist and communications consultant. She was a producer, reporter and presenter with STV, has worked on a freelance basis in radio for the BBC and presents and produces documentaries. Jill is also a musician; she established Scotland's first record label for ex-offenders, Conviction Records, and is often interviewed herself for radio, TV and in print, about this work. She draws on her journalistic and performance skills when delivering media training, taking use of voice and body language into account as well as content. She also boxes, following in the footsteps of her professional boxer grandfather, so don't surprise her with a tap on the shoulder.



### Suzy Powell

With over 35 years of experience in journalism and public relations, Suzy has extensive knowledge of media and communications in a fast-changing environment. She wrote and delivered the media training programme for lawyers through the Law Society of Scotland, with many participants giving positive interviews afterwards. Passionate about plain English, Suzy translates scientific research and development for a broad audience, sharing the good news far and wide, as well as giving advice on simple and effective messaging.

## Who we are



### Nick Drainey

Nick is one of the most prolific writers on rural Scotland, covering issues from the diversification of sporting estates to the threat of leatherjacket beetles to sheep grazing. He writes regularly for The Scots Magazine as well as national newspapers and is used as an expert by BBC Radio Scotland. He combines his professional and personal passions by running the popular Walking Scotland Facebook group (9000+ members) and writing walking guides (he has four published and is currently working on three more). He is PR manager for the Scotland's Finest Woods Awards and was formerly News Editor for The Times Scotland and The Scotsman.



### 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.



### Roddy Scott

Roddy is a film producer, PR executive and former STV journalist with 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.



## 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 ever-changing 24/7 information world, and decreasing attention span of readers/listeners/viewers - and how to react to this
- Two filmed interviews on the day for each participant - one conversational interview and one 'straight down the camera'
- Detailed feedback on the day from two interviewers and one videographer
- Written follow-up feedback plus 12 Top Training Tips pdf



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**

**david@davidlee.media**

**07802 206695**