

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, parliamentary evidence sessions, 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



"David Lee Media & Events Ltd delivered a series of excellent media training sessions for SEFARI Gateway in December 2025. Scenarios were carefully prepared for each participant and the team set the scene expertly, explaining how to convey complex research in a simple way that resonates with a non-expert audience. The level of challenge was pitched skilfully to suit the training needs of each individual. One participant said: 'The only thing I would change is that I wish it had been longer! It was the most worthwhile training I have undertaken in years.'"

Jenny Fyall

Research & Communications Manager,
SEFARI Gateway (Scottish Environment,
Food and Agriculture Research Institutes)



"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



"VCL Vintners was delighted by the quality of the media training delivered by David Lee and the team at The Shard in London. The scenarios were realistic, and demonstrated a detailed understanding of cask whisky trading and the opportunities and challenges it faces. VCL found the session extremely useful (and fun at times!) and felt it offered an appropriate level of challenge. It helped them better understand how to deal with difficult questions, and helped to build their confidence in dealing with the media."

Benjamin Lancaster

Founder and Director, VCL Vintners



Loretto

"The Media Training session was excellent. We all gained a huge amount from attending. The team adapted the session to meet the varied needs of each attendee, tailoring scenarios to real situations we are facing to ensure it was relevant and engaging. They were challenging without being intimidating, building confidence where needed. Everyone gained an understanding of their own strengths and areas for improvement, and how the team's skills complemented each other. We all came away feeling more confident."

Linda Cessford

Head of Operations, Loretto School



"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



"Huge thanks to David Lee for the media training session with our senior team. The time taken to create real-life interview scenarios helped focus our session - both in preparing for the filmed interviews, and also in the wider discussions. It was an insightful day that helped with messaging and gave us the confidence we needed for doing pre-recorded and live interviews. The detail was excellent, as was the team's knowledge of the media. We'd thoroughly recommend using DLME's media training services, as we felt hugely supported throughout the day and afterwards."

Julie Fraser

Prostate Scotland

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



Andrew Mulligan

When he's not shooting footage at corporate events or rock concerts, producer and videographer Andrew might be on the high seas as part of the broadcast team for the round-the-world Ocean Race. He 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. His corporate experience spans the full range of the business world..



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.



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.

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



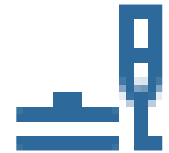
Data



Education



Law



Food and drink



Land and forestry



Healthcare



Entrepreneurs



Life sciences



Arts and culture

What it includes

What your training session will include

- 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
- Detailed hints and tips on interview technique – content, tone, posture and body language.
- 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

Prices
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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