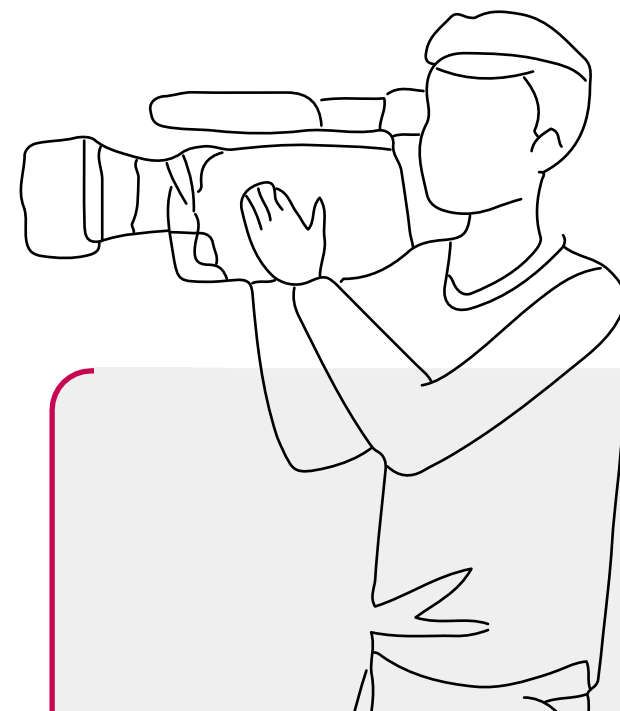


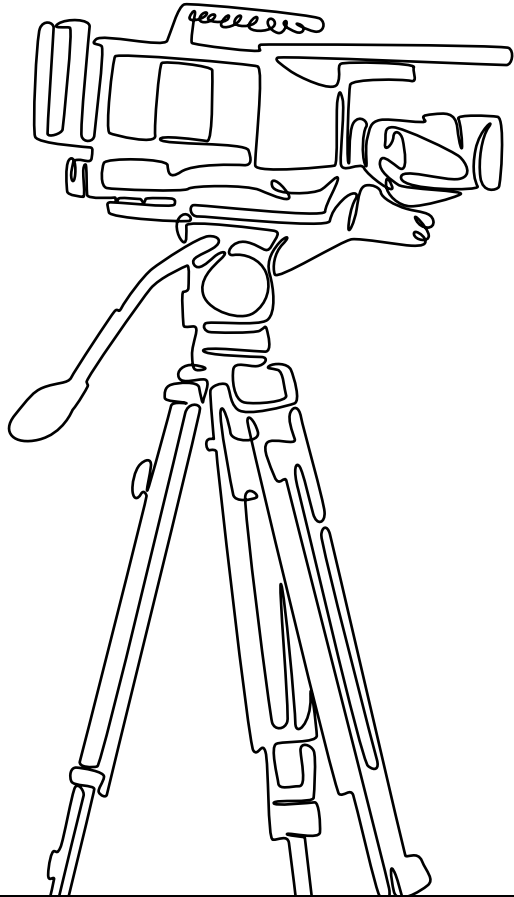
How to Thrive in the Media

A One-Day Media Skills Workshop ➤

With supporting takeaway toolkit
for **every** participant



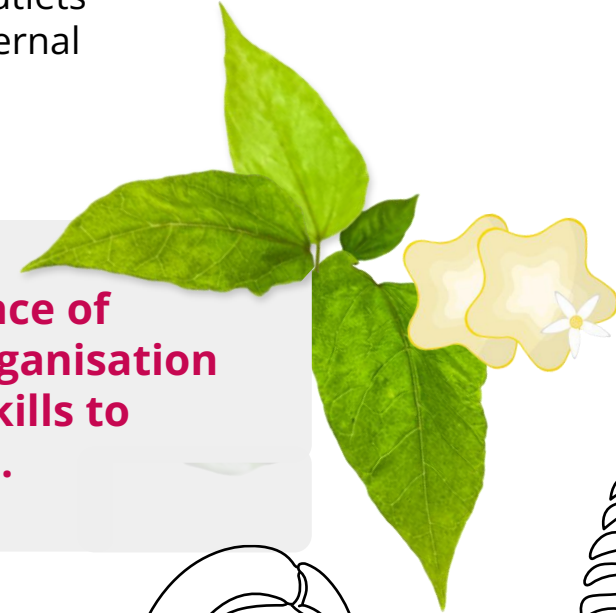
Why Media Skills Matter



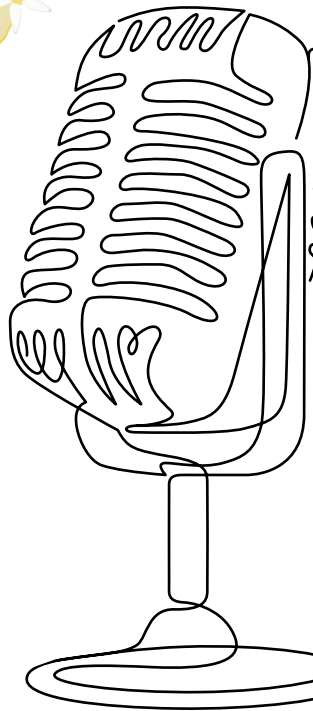
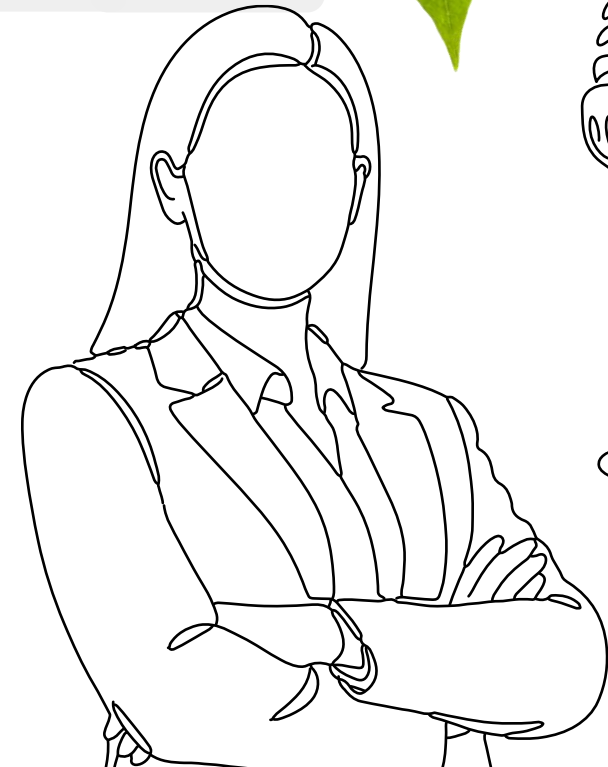
Media is everywhere - from traditional news outlets to social platforms, podcasts, websites and internal channels. Every touchpoint is critical to your productivity and performance as a business.



Leaders recognise the importance of having colleagues across the organisation who have the confidence and skills to speak on behalf of the business.



Without this pool of trained spokespeople, businesses get stretched, reputation suffers and progress can rapidly come undone.



What's in Store

- 🌱 This **one-day workshop** delivers hands-on coaching from media experts, supported by our takeaway toolkit for additional tips and advice
- 🌱 Group size is limited to a maximum of **20** people to ensure everyone gets time during the day to practise and develop
- 🌱 The skills learnt will build their confidence and **capability to represent** your business across the media
- 🌱 Our **brilliant videographer** is there to capture the magic of the day and provide you with a record of your time with us
- 🌱 Participants emerge engaged, enthused and ready to grasp their next **media opportunity**

Who the Workshop is for

This workshop is designed for:

- 🌱 Senior leaders & managers
- 🌱 Spokespeople who engage with media & stakeholders
- 🌱 Communications & PR teams
- 🌱 Emerging & potential spokespeople



Why Work with Us?

What sets us apart is our hands-on experience. We coach from real knowledge, not theory, and we've been on both sides of the media fence – sometimes asking the questions, sometimes fielding and responding to media enquiries. You could say we know the media world inside out.

Our clients have told us that they value:

- Our practical approach
- Our supportive coaching style
- Our industry insight

We have worked with Nadine and Ross for the past five years. The media training sessions for our senior leadership team are always engaging, relevant and memorable.

Meet the Team

Our *How to Thrive in the Media* workshop is led by experienced media professionals who have worked in high-pressure, real-world environments.



Nadine Dereza

Media Director

Nadine is an award-winning broadcaster, journalist and moderator, known for hosting global conferences and interviewing high-profile leaders across business, politics and media.

Nadine has presented business, finance and current affairs programmes on TV for major networks including CNBC, Associated Press, Summit TV, BBC, CNN, SABC, Simply Money and Sky TV. She was named 'Financial Journalist of the Year' during her time at the Financial Times and Summit TV.

Ross Edmonds

Communication Director

Ross is a communication specialist, with experience in media management and crisis communication for a major international airline. A subsequent career as a presenter and conference facilitator furnished Ross with the know-how to coach the messaging and delivery skills required to engage with media and live audiences.

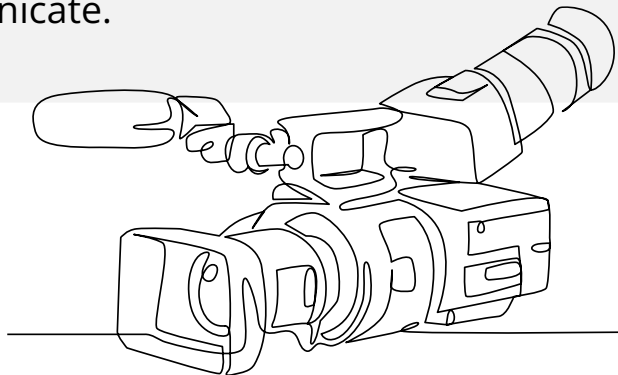


How the Day Works

It's **dynamic, thought-provoking and action-oriented**, giving everyone multiple opportunities to speak, find their strengths and improve their media skills over the session.

In each session, we introduce the skill, show participants how to use it, then they put it into action. They learn by **practising and supporting each other**, with targeted guidance from us.

This shared experience builds alignment, confidence and consistency in how your people communicate.



Core workshop skills:

- Understanding today's media landscape and how to thrive in it
- Crafting clear, compelling messages for interviews and soundbites
- Shaping your presence and delivery
- Controlling the narrative to stay on track and achieve your goals

The Outcome

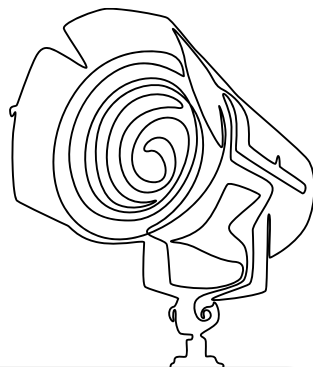
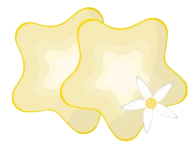
You leave with **practical tools** and **proven techniques** that sharpen performance, strengthen impact and help your people make a real difference.

Everyone leaves the workshop more **confident, prepared** and **capable**. By the end of the day, participants are able to:

- Communicate key messages clearly
- Respond calmly to pressure
- Represent the organisation professionally
- Support brand reputation

Your Takeaway

Participant Toolkit



Tips & Techniques

To support your ongoing learning from our Media Training programme, we've put together these tips and techniques.

Scroll through the document page by page, or click on one of the links below to go straight to a specific section:



How to Thrive
in the Media



The Art
of Bridging



What to Wear



TV Interviews



Online Media
Interviews



Next Steps



Radio
Interviews



Podcasts



Soundbites



Social Media
Broadcasts

Everybody who attends the *How to Thrive in the Media* workshop receives our Participant Toolkit which is designed to support learning long after the workshop ends.

The Toolkit serves as a **practical, lasting resource** that you can return to again and again as you put your **learning into action** and see real progress.

Throughout the workshop, we show you exactly how the Toolkit supports the skills and techniques you're practicing. A digital copy is then sent to each participant after the event.



The Participant Toolkit has been invaluable in re-visiting the media skills when a media opportunity has come along.

Venue

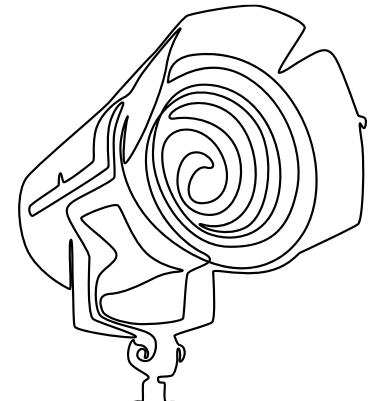
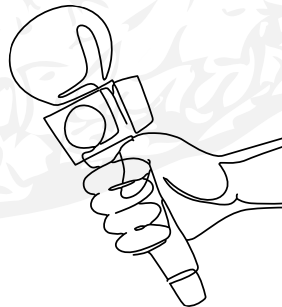
Our welcoming central London venue

is blessed with natural daylight, providing a creative setting to help put your team at ease and ensure that the potential of the day is maximised. Lunch and refreshments are provided.



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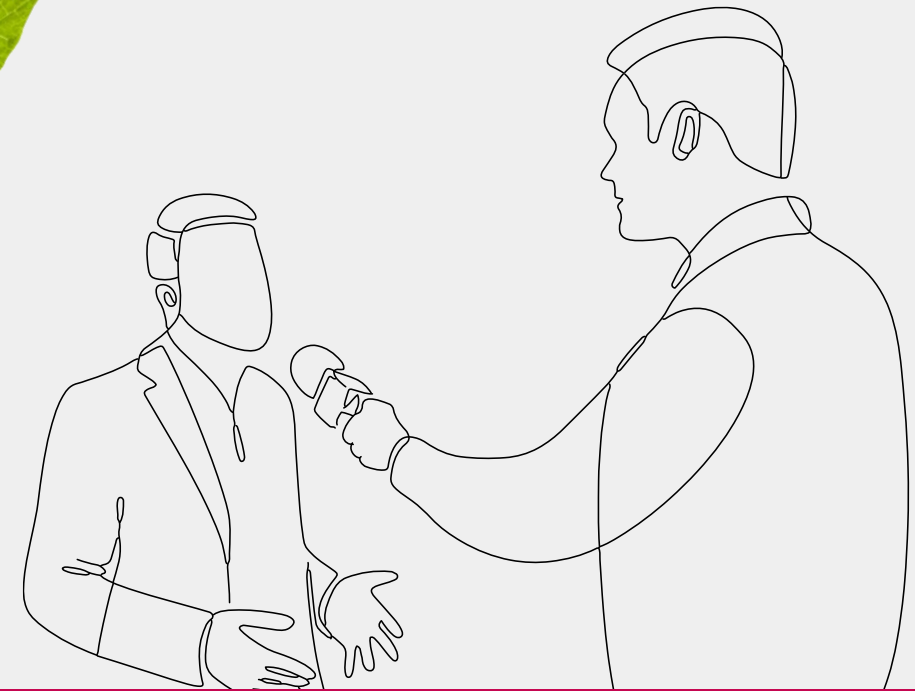
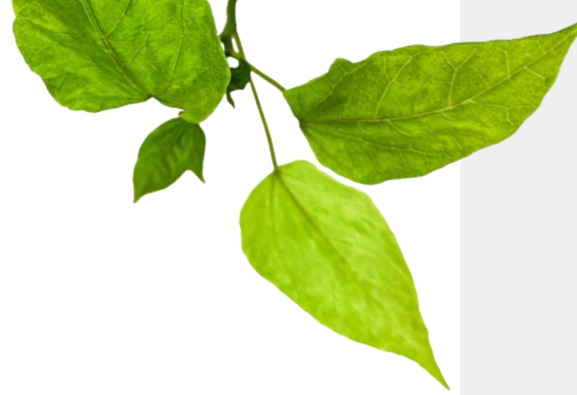
I now feel much more confident, not only about the upcoming media interviews, but about speaking in general. I really enjoyed it and appreciated the style of the workshop.



Why We're Called **Babaco Media**

Babaco is an exotic fruit from the mountains of Ecuador. It's light, refreshing and leaves an effervescent fizz on your tongue. That's why it's known as the 'champagne fruit'.

There's a star hidden inside every one of them and that's why we chose our name, **Babaco Media**.



Babaco
MEDIA

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