

Bluewood Training



With you at every step.

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Why clients come to us



It is common knowledge these days that saying the wrong thing, at the wrong time to the wrong person can cause a huge amount of damage to an organisation. However, organisations also need to be aware that it is no longer enough to rely solely on the strength of your brand or your advertising.

Competition is everywhere and organisations must use every marketing tool they can to reach their customers and wider stakeholders - one of the most effective (and cheapest) of these tools is of course the media.

When it comes to using the media effectively, in the same way that it's useless having a sales team who haven't been trained how to sell, it is useless for any organisation to have a media spokesperson who doesn't understand the press. Any external facing member of staff is an ambassador for their organisation and anyone in communications must know how to do it well or it will reflect badly on the whole team.

And ensuring that every opportunity to communicate with the media is taken and is successful is the main **reason that most organisations buy communications training**. This is because, with the proper focussed training spokespeople can learn how to tailor their approach to the relevant audience and be sure to get across their key messages.

Our communications training courses – which include a range of media and presentation-related topics are designed to improve and refine the communications of our delegates. They're also specifically tailored around each individual client and the issues they face to make sure that we are meeting their exact needs.

What we do

We are specialists in communications training.

Our job is to turn people into the best communicators they can be.



Our **Media** Training Courses

- **Print Media Skills:** Designed to give you the knowledge and skill-set needed to handle the print media.
- **Broadcast Media Skills (inc radio):** A unique discipline; how to communicate well via the broadcast media.
- **Financial Media Skills:** How to handle interviews with journalists from the financial press.
- **Crisis Media Handling:** Correct handling of the media in a crisis is crucial. We'll show you to get it right.
- **Social Media Handling:** How to Be An Effective Blogger. Step into the Unknown.

Our **Presentation** Training Courses

- **An Introduction to Presenting:** A course that will teach you everything you need to be a good presenter.
- **Advanced Presentation Skills:** This course will hone existing skills and take presenters to the next level.
- **Presenting to Investors:** How to deliver a polished pitch or performance to existing/potential investors.

How we do it



First, we carry our investigative research into your organisation.

We run journalistic research on your organisation, its history, its key staff, the market in which you operate, the media coverage you receive and of course, the individuals you want trained. That's the only way to make it as relevant as it can be.



Then, by making it relevant, we make it work for you.

We don't run standard courses at Bluewood; instead, we tailor our clients courses so that they only contain the modules they need to cover. And we also tailor the interview scenarios and questions around issues and situations that the delegates are likely to face. By putting the delegates through their paces here, our clients are reassured that their spokespeople will be able to handle anything thrown at them when it comes to doing it for real.



Lastly, we give free coaching afterwards.

To ensure your training has a long-lasting impact we offer free consultations to all of our delegates for a year after their training. So whether this means a face-to-face consultation, a telephone call refresher or just a last minute question before you go on air, we will give you the support you need.

The calibre of our trainers

Because our delegates want to become experts, we have built a team of them.

Our **media trainers** are highly-respected specialists from journalism and Public Relations backgrounds. They have extensive experience of different media including: **National Press** (*The Financial Times, The Times, The Independent, The Guardian, The Telegraph, The Evening Standard*) **Trade Press** (*Marketing Week, Investor's Chronicle, The Grocer, PR Week, Investment & Pensions Europe*) **Broadcast News** (BBC, ITN, Reuters, Sky News, CNN and Bloomberg).

Our **presentation trainers** have experience with customer pitches, investor fund raising and board level audiences. They have worked in a variety of industries and sectors, and include: **Investment bankers, fund managers, and sales and marketing directors.**

This means that we can match the right trainers – with the relevant understanding and experience – to our clients and their needs. And what's more, we give all of our clients their pick of the trainers from our roster.



Our client testimonials

We have built our experience working for a range of different organisations from a host of sectors, including; **banking, retail, healthcare, transport, media, IT, energy and insurance.**

Recent client and delegate quotes:

“We have used Bluewood a number of times to train our senior team. Their expert advice and guidance has proved invaluable and this combined with the hugely relevant range of services they offer means we would strongly recommend them.”

CEO, Avanti Screenmedia Group Plc

“I have found Bluewood to be one of the most professional providers of training services in the UK.”

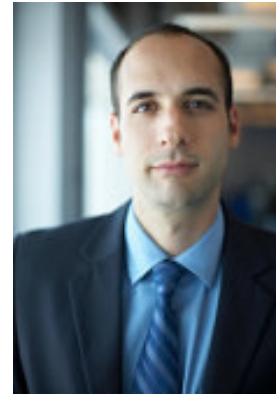
CEO, Maintel Plc

“A very useful course - lots of good feedback given and useful tips. I feel a lot more comfortable now. Thanks very much.”

“The trainers had a very good knowledge of our specific product/area.”

“Trainers were approachable, knowledgeable, and gave good insights in how to deal with difficult and leading questions. Would recommend everyone who has contact with the media attend this course.”

Leading UK bank



About us

Since the day we began, we can proudly say that no two of our courses have ever been the same, and that's because our sessions are tailored to be a perfect fit for each of our clients.

We are 100% client-focused. This is not just a sweeping statement. We really do get to know the clients we train exceptionally well before we train them. We have frank and open relationships with our clients that allow us to understand and tackle their particular goals and anxieties. This is the only way for us to guarantee that we're giving them exactly what they need.

We offer a 100% money back guarantee. We are so sure that you will be pleased with your training that we offer a 100% money back guarantee if you aren't.

Once a delegate, always a delegate. As far as we are concerned, once a Bluewood delegate, always a Bluewood delegate, so for a year after their formal training we offer all of our delegates free face-to-face or telephone consultations to make sure that they are given the support and guidance they need.

Contact us. We want to hear from you.

Bluewood Training Ltd

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