

Handle the media before it handles you

Using the media to convey information is essential for any company.

Yet the level of skill with which it is used is often very

low - which is why you need to be trained.

Formal media coaching could have almost certainly saved some of these disasters...



'Crap' remark loses Ratner his business

■ Comments about his Ratners jewellery chain selling a "crap" sherry decanter for £4.99, and his joke that a prawn sandwich would last

longer than a set of 99p earrings bought from one of his stores rebounded spectacularly. Confidence in Gerald Ratner collapsed along

with sales, forcing him out of the company he established 15 years ago. Mr Ratner, who is said to feel a bit of

"People have realised it probably won't be you. You would be lucky to win a tenner."



CEO Diane Thompson

■ Camelot's boss Diane Thompson has been criticised by the government and charities after she admitted that the odds of winning anything on the lottery are extremely low. Her comments came as

Bank takes hit after crass comment



Bank boss in credit card gaff

"I do not borrow on credit cards. It is too expensive."

■ So says the Head of Barclays Bank, Matthew Barrett. The High Street bank's Chairman made his comments during a question and answer session at the CBI Conference.

Surprised delegates heard Mr Barrett go on to say that he wouldn't let his children use them. "I have four children. I give them advice not to pile debts on their credit cards."

"Agency nurses kill people" says NHS Chief

■ Walsall NHS Trust CEO Barrie Blower criticised the use of agency nurses by his own NHS trust. "Agency nurses kill more people than they save - it's an awful set-up but we've got to have them" he said yesterday as



Media Training

Media training will prepare you for dealing with the journalists. It will explain what makes them tick, how they work, the pressures they are under, the kinds of stories they want to write, their agendas and questions they

may put when you meet them. It will teach you that dealing with the media is about give and take from both sides. Only by coming at it from this angle will you be able to build a strong and positive relationship with all journalists.

Bluewood Training

Bluewood's media training can help.

To discuss, call 0845 230 2601.