

[mentormediatraining.co.uk](http://mentormediatraining.co.uk)

# Mentor

TRAINING

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## Services

- Media Training
- Crisis Communications & Simulation
- Social Media Training
- Presentation & Voice Training
- Pitch & Win

## Other Services

- Team Building
- Training Videos
- Video Camera/Edit Training
- Video Production
- Interactive Media
- Digital Services

Mentor provides a range of bespoke training courses which ensure you **communicate with confidence and impact**, as well as giving the right impression in media interviews.

We cover media, crisis training, social media simulation, presentation and leadership skills and pitching to win business.

Each of our courses are tailored to the needs of every client, backed up by decades of experience across broadcast, print and reputation management.

A fast growing company, Mentor prides itself on delivering a range of training, digital and creative services which will enhance your organisation's position.

Please take a moment to look at our choice of courses for managers and staff, which offer a wide ranging transferable skillset.





Mentor has provided training and consultancy in media, presentation and crisis communications since 1998. We promise excellent training, advice and customer service.

- Mentor has nearly 20 years' experience organising and delivering bespoke media and crisis communications training.
- We promise to deliver the highest standard of training, advice and support to clients.
- Training sessions will always be tailored to the specific needs of your organisation and the delegates attending.

#### Our Programmes

All practical exercises are conducted in a realistic manner by tutors, all of whom have a background in journalism or presentation training. Feedback will be supportive and concentrate on providing points for improvement.





## Introductory, Intermediate & Advanced Media Training

From interactive group seminars which offer an Introduction to Media Awareness, through to intermediate and advanced coaching, Mentor is skilled at devising a programme which is right for you.

All of our media training courses cover the principles of print, social, radio and TV news media. More information is available on our website.



## Crisis Communications & Simulation

Mentor has extensive expertise in crisis communications, planning and helping companies if a crisis emerges.

We have the resources to run crisis simulation exercises for broadcast, print and social media, testing your organisation in a safe and secure environment.

You can also hire our secure social media simulation portal for training your staff in appropriate messaging and engagement, and dealing with adverse social media.

We will work with your PR and Communications teams to create a package which works for you.



## Pitch & Win

Is your team prepped and ready to WIN that business? We can offer full and half day sessions in finding your natural voice to deliver the right pitch to the right client.

Our sessions focus on practical exercises and techniques which will help you deliver a performance, which won't leave the prospective client feeling as though they're being pitched a 'hard sell'.



## Social Media

Mentor offers social media training and crisis simulation exercises. We'll coach you in communicating with existing audiences, find new ones, and dealing with lesser known platforms.

Our secure in-house social media simulation tool, "Splutter", offers the functionality of sites like Facebook and Twitter, enabling you to create an immersive, virtual world of social media engagement.



## Presentation & Voice Training

Inspirational presentation is an essential leadership skill and crucial to being influential and winning business.

Mentor develops and polishes your presentation skills, giving you the confidence and ability to deliver any presentation with impact, speak inspirationally and influentially at formal or informal meetings, or pitch successfully to prospective clients.

Our team of presentation and voice coaches are leading experts in helping you develop the skills to become the best version of yourself that you can be. A course which truly helps you find your voice.



## Team Building

Many organisations have an 'Away Day' once a year – an event designed to share ideas and bond their teams through Team Building exercises.

We can offer packages which incorporate traditional team building games with media training / presentation sessions.

But if you really want to give your company 'Away Day' that added sparkle, we can arrange a Team Building day built around your staff creating a TV or radio news programme, producing a commercial or broadcast feature, with a specific goal and deadline.

Our producers/editors will ensure participants get the maximum benefit from these team events, whilst learning about media processes and having fun.



## Training Videos

We know how hard it is to gather everyone in the same place at the same time for training. Producing short, innovative and informative videos is what Mentor Digital does for a range of clients.

We can also produce training films to fit your brief, covering any topic you like and for a budget which suits.



## Video Camera / Edit Training

As well as producing high quality films for our clients, Mentor can also train you in the basic techniques for producing and uploading your own films, video blogs and clips, which keep your staff and customers informed.



## Video Production

Mentor has a proven track record in video, animation and broadcast production.

Our award winning production team produces promotional and corporate videos for a wide variety of clients: from charities to government agencies, and renewable energy companies to multi-national banks.

Our flexible and bespoke approach ensures that each video is as unique and dynamic as the companies with which we work - and to a budget which suits.



## Digital Services

We specialise in end-to-end Web Design and Development. We provide full planning, site-mapping, wireframing, User Experience testing, design, CMS development and hosting services.

Mentor's web development team is experienced in delivering accessible content, and has been thoroughly trained in best practice techniques through our work with major NHS Trusts, the BBC & Shaw Trust.

Our software development team can help you plan, scope and develop your project. We will work closely with you to understand the requirements of your software systems and to help plan the user journeys and interface layouts required, and to design technical solutions.

Mentor's digital marketing team specialises in helping our clients build traffic and increase business, sales and conversions. We provide full Search Engine Optimisation (SEO) and Pay Per Click (PPC) services. We offer a full range of social media support and campaign management.  
[www.mentordigital.co.uk](http://www.mentordigital.co.uk)

Your Conference: **Talk to us before you book.**

Call in the Mentor team at the start of the process and let us help you make sure your conference is memorable, professional, enjoyable and achieves clearly identified business objectives.

The three most common problems for conference organisers...

- **Having no clear objectives or outcomes**  
Why are you doing it? Perhaps because you always have?
- **Lack of impact, no memorability, not effective**  
Dull room, dull stage, dull speakers – leading to 'death by Powerpoint'
- **As an Organiser, taking too much on yourself**  
The put-upon one-man (or woman) band

Working in partnership with an experienced conference management company, GoLive Events, Mentor will enable you to:

- Identify clear messages and achievable outcomes
- Ensure your conference fits your overall communications strategy
- Find creative ways to engage your audience
- Achieve a professional and polished environment and performance



### Christopher Slade

Media Consultant

has extensive expertise in the production of corporate conferences. He has designed and applied internal and external campaigns for clients such as Volkswagen UK, Barclays Corporate, Heineken, Audi, The Home Office, European Parliament, Tom Daley & The British Heart Foundation.

Christopher has spent more than 30 years in the media industry as a presenter, producer and director, and was a founder of TwoFour Television, the highly successful independent production company.



## Dave Mason

Head of Media Training

is Mentor's Head of Media Training. His extensive career in broadcasting spans 25 years. He has coached members of major public and private sector organisations, as well as the UK Armed Forces and NATO around the world.

Dave is respected for his inspiring training, which is supportive and concentrates on fast learning development. A founding presenter and shareholder of Somerset's first commercial radio station, Orchard FM, he went on to work extensively in radio around the UK, as well as BBC News, where he was a correspondent at BBC Radio 5 Live and Radio 1 Newsbeat.

Dave has been a TV presenter, reporter and producer at ITN in London, GMTV, (ITV Breakfast), ITV News, (Westcountry and Wales) and HTV West. He was one of GMTV's senior producers for a decade, covering major international, domestic, political and entertainment stories, including undercover investigations, war reporting and features production. He still broadcasts as a pundit on BBC Radio and is a visiting lecturer at the Universities of Bath Spa, Gloucestershire and the Cardiff School of Journalism.



## Magnus Carter

Crisis Communications Consultant

our founding consultant, has an international reputation for media and crisis communications consultancy and related training. He started his career as a newspaper journalist, and later spent 25 years in news and current affairs broadcasting, working with the BBC and commercial companies in both radio and television.

He is an associate consultant of Bristol Business School at the University of West of England where he was a senior lecturer in postgraduate journalism before founding Mentor Consultancy in 1998. He also lectures at Ashridge Business School.

Magnus has worked with many organisations as well as corporate and public sector clients to ensure that media encounters become a positive opportunity, even in times of crisis. He is a fellow of and trainer for the Chartered Institute of Public Relations.

He is author of 'Handling the Media!' and several published articles on reputation management.





## Tina Coulsting

Principal Presentation Consultant

is a director at Mentor and a renowned specialist in presentation and communication skills. Formerly a university teacher she has developed an approach, which builds confidence and enables speedy development of transferable communication and influencing skills.

Applying her expertise to management development programmes, Tina has, since 1999, worked with many corporate, and public sector clients on pitch presentations, conference rehearsals and personal development for leadership. She is the author of 'Get the Presentation X-Factor!' and trainer for TEDMed Live speakers.



## Joanna Crosse

Senior Presentation & Media Trainer

is a respected media trainer and pitch presentation coach. Her background is as a journalist, both in newspapers and in TV. She is also the author of five books on the art of communication. Joanna understands what it takes to help individuals and organisations to find their voice and reach their target audience.

She has worked for ITV, BBC, IRN, Channel 4 and 5 as a trainer and for many of these organisations as a presenter. Her media training and corporate coaching experience covers the financial sector, police, health professionals, lawyers, politicians, and council leaders.



## Richard Dallyn

Senior Media Trainer

has more than 30 years' experience in print and broadcast journalism. He rose through local newspapers, BBC radio and later IRN, as a political correspondent. Richard became a programme presenter at the prestigious LBC News Radio in London and subsequently a Sony Award winner, as one of the original presenters on BBC Radio 5 Live. Richard has worked widely in training, crisis, and presentation skills for more than ten years. He is known for his incisive and robust interviewing style, based on close research on issues upon which clients are likely to be questioned. However, as with all Mentor's tutors, his feedback is supportive and concentrates on points for improvement.



## Rachel Mostyn

Media Trainer

is a key tutor in the area of press handling for Mentor's media training programmes. As a freelance journalist Rachel writes for publications including The Sunday Times, The Daily Mail and Cosmopolitan. She was News Editor at Cosmopolitan magazine for two years and continues as Contributing Editor. Rachel is no stranger to appearing in the media herself and has recently appeared on Sky News, BBC Breakfast, Good Morning Britain, BBC News, Radio Five Live and other regional radio stations as a media commentator. Rachel worked in PR for technology and internet companies before becoming a journalist.

## Lloyd Figgins

Global Safety Manager, Earthwatch Institute

The whole course is perfectly balanced and overall outstanding. It's not just the course content, but the knowledge and experience that the tutors bring that make this course so good.

## Dani Bowers

Customer Relations Senior Officer, Great Western Railway

Excellent. Cannot fault it. I loved the tutors – I was really nervous but quickly felt at ease. They had a great way of delivering feedback on how we performed.

I feel more confident, not just about dealing with the media if ever the time came, but just in my general every day role.

## Sebastian Monks

Digital Communications Consultant, Wales & West Utilities

"Splutter" [Mentor's social media training tool] was a real test for WWU's team and above all was a huge learning experience...Any company who may have to deal with a major incident on a regional/national scale, dealing with customer attention on social media, should ensure they make the most of Mentor's excellent training offer.

## Jem Thomas

Senior Fellow at University of the West of England

This was the best training I have been on. In any senior post the likelihood of having to talk to the media is very high and I feel a lot more confident of my ability to do so now.

## Bethan Evans

Senior Partner, Bevan Brittan LLP

Excellent, the training was both entertaining and relevant. The fact that the facilitators had been there and done it was most useful.

## Laura Densem

Wallace & Gromit's Children's Foundation

I honestly thought the standards were excellent. I really felt like I was being personally tutored.

It made all the difference that the tutor was so prepared and clued up about my organisation, so all the time we had was dedicated to working on interview techniques.

## Jerry Clough

Managing Director Western Locality, NHS NEW Devon CCG

It was very useful to practice robust interviews with challenging questions in a range of scenarios.

The tutoring and interviewing was excellent. A very beneficial and an enjoyable day!

## Hannah Allen

Assistant Press Officer, University Hospitals Bristol

The course was a great opportunity to get a true and accurate account of what it is like to deal with the media. There was a broad spectrum of topics covered which were fine tuned to the needs of someone working in the NHS. The teaching standard was exceptional and the application to each individual was done flawlessly.

A close-up of a BBC News microphone with the 'BBC NEWS' logo on its cube. The background is a blurred cityscape.

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