

# Media Training Experience

“I had a full day of coaching with FST, and have subsequently found the areas we covered to be extremely useful in my day to day role at Aston Villa. The course was very practical and enjoyable at the same time, and not a moment was wasted. Thoroughly recommended”

**Paul Faulkner, Chief Executive, Aston Villa Football Club**

“All of my colleagues found the training extremely valuable and are now much better equipped to both handle media interviews and respond to any sensitive press issues that may arise in the future.”

**Mark Newton Jones, CEO, Shop Direct Group**

“The media training I did with FST really helped me focus on my key messages. I had already done some media interviews, but now I better understand what the media wants and as a result have built stronger relationships with the industry, with some great results. Highly recommend this to anyone – I don’t know why I didn’t do it sooner!”

**Mo Chaudry, Chairman, Waterworld & Ambassador, Destination Staffordshire**

“The training itself was reassuring, informative and engaging. I found myself wanting to do more and more exercises and role plays so as to perfect my TV interviews!! Arti was a fantastic coach and mentor throughout the day and ensured really detailed feedback for us all. She pushed us to deal with our discomforts and weaknesses and I am absolutely convinced that we all left yesterday, far richer in confidence, knowledge and awareness than any of us would have expected.”

**Mandy Holden, Operations Manager, The Midcounties Co-operative**

“Arti made me feel at ease immediately and shared some vital tips that I was able to utilise in the interviews that we filmed on the media training day. I am delighted with the outcome and, most importantly, our professional associates and clients have given me excellent feedback about the interview. It has achieved the objective of giving a great overview of my company’s service proposition and ethos and contributed to an increase in business from new clients.”

**Helen Blackburn, Managing Director, Oaklands Wealth Management**

“Very good experiential learning and inside tips and tricks of the trade. I would recommend FST to anyone who needs to learn how to work constructively with the media”

**Dr Peter Rayson, Associate Dean, Faculty of TEE, Birmingham City University**

