

ENGAGING COMMUNICATIONS FOR ACADEMICS

THE TRAINERS

- ❖ Claire Bolderson: former BBC presenter and Foreign Correspondent
- ❖ Caroline Finnigan: former BBC Senior Producer

From breaking news to in-depth documentaries, from Arizona to Zambia, we offer a wealth of experience as communicators. We have trained a wide range of individuals including academics, global think-tank researchers, journalists, and authors.

TRAINING APPROACH

We're flexible. We'll listen to your requirements and tailor our training to suit the needs and experience of the participants.

Our sessions are lively, full of practical examples, and easy to apply in real life.

THE ART OF THE INTERVIEW (minimum half-day)

Participants learn how to make media interviews work for *them*. They are offered a range of techniques that help them to become self-assured in front of the camera or microphone before having a go themselves. The module is challenging but fun.

Participants submit in advance a summary of areas of research on which they want to be interviewed, and a short biography.

The session includes:

- ❖ A brief discussion about the current media landscape and the demand for expert interviewees.
- ❖ Analysis of basic formats including discussions and panel debates, and how to avoid being “set up” in a media-manufactured fight.

- ❖ Techniques to perform with ease and confidence in interviews, including how to prepare, body language, and clothing.
- ❖ Oops! What can go wrong in an interview, and how to avoid it - or turn it to your advantage.

Throughout, examples of good and poor practice are played and discussed.

Participants are then interviewed on camera on their chosen subject.

The interview is played back and critiqued. Smaller groups have an opportunity to repeat the interview to reinforce learning points.

FINDING YOUR STORY

How to turn your work into a story accessible to a wider audience – without dumbing down. We help you find the hook or angle that will draw experts and non-experts alike to your research.

Practical exercises and examples are used to help you get the best results.

This workshop is usually delivered with The Art of the Interview but can be provided as a separate half-day session.

SOCIAL MEDIA

From Facebook to Twitter, LinkedIn and blogs, we discuss the purpose and reach of social media. We look at the advantages and disadvantages of a strong online presence and consider the language and style necessary for effective engagement with fellow academics and the public.

Elements of this module are usually included with other training modules. However, they can also be delivered as a discrete one-and-a-half hour session.

TESTIMONIALS

Feedback from Research Fellows at the International Institute for Strategic Studies:

“Both trainers showed great passion and possessed extensive expertise. I hope they will be contracted again in the future.”

“Practical experience like this is uniquely valuable and Caroline and Claire are excellent and to the point.”

“They were very clear and engaging through the day-and-a-half and it was an enjoyable experience.”

Tweets by participants from the University of Oxford, Humanities Division:

Great day with @ClaireBolderson and @CMFinns learning the tricks of the media trade. Much respect for their journalistic talent #inspiring

Many thanks to @ClaireBolderson & @CMFinns for today's excellent Engaging Communications training session @UniofOxford

Participant feedback from the University of Oxford, Social Science Division:

“The best training day I have participated in, by far. I took away a lot of practical insights, and got valuable insider perspectives from the two trainers who work so well together.”

Claire chairs a live radio debate in New York



“Extremely interesting, engaging, and useful workshop. I am so glad that I was able to attend, and I will encourage others to do so whenever it is next offered.”

“Most of all, it got me thinking about possible ways to maximize the impact of my research beyond academia and how to use social media to do that.”

CONTACTS

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Caroline on location in Pakistan

