



Who we are

Clever Conclusions are a leading media training firm based in the Midlands, led by former BBC business correspondent Peter Plisner. Using his significant broadcast experience gained over more than 40 years, combined with state-of-the-art equipment, Peter is able to replicate real-life broadcast situations to create one of the most realistic media training experiences on the market. The result is a queue of companies across the private and public sectors wanting to work with him, on top of those he has already trained - including high profile clients like the West Midlands Combined Authority and Motorway operator M6Toll.

Trinity Leadership, led by Jack Averty, specialises in reputation and personal brand management for senior, high-performing leaders. Jack works exclusively with a small number of clients, supporting them to enhance the public-facing side of their roles. Prior to founding Trinity Leadership, Jack was a newspaper editor and then chief-of-staff to Sir Andy Street, and has an intricate knowledge of both local and national media from both sides of the fence.

Why us

For the first time, these two leading experts are bringing their companies together to offer bespoke media training for senior clients. Traditionally done in groups, Jack and Peter are moving away from that model to specialise on the senior leading individual. It is these individuals, from CEOs to MDs, council leaders to MPs, that have the ultimate responsibility of representing their company or area to the outside world. And remember it is this outside world you are speaking to when interviewed by the media, reaching anywhere from tens of thousands to millions of people. Get it right, and the upside is tremendous. Get it wrong, and you've missed a critical opportunity for exposure - potentially even damaged your brand. So why take the risk and be underprepared? In the digital age of social media, there has never been a more important time to get it right.

And that's what we help you do. From Peter's expert replication of media scenarios and his knowledge of broadcast media, to Jack's specialism in helping individuals thrive in the media alongside a background in newspapers and day-to-day crisis communications, you will not find a more complete, engaging, and informative media training session on the market.

What we offer

Whilst our training always encompasses all three main forms of traditional media - print, television, and radio - with some theory and plenty of practical, our sessions are bespoke and tailored to the client. We devise media scenarios relevant to your role, and major on the areas where you feel you need the most help and support. Ultimately we design our sessions around the client to prepare you with all the tools you need to face the trickiest and toughest interviews.

Television - Dealing with on-camera interviews is often the worst fear for those in senior positions. Our course is designed to give practical experience using trained professionals and an experienced reporter asking the questions. We work with in-house PR teams to identify relevant scenarios that will test your interview skills across different television broadcast styles, and replicate real-life situations whilst providing constructive tips and feedback.

Radio - Can often be tougher than TV as you are on the line for a longer, fuller interview rather than just being used as a short clip in a TV package. That means having to answer more questions on a wider variety of topics. It is therefore a different medium to TV that requires its own specialism and media training. We do that through replication of real-life radio scenarios and with advice on how best to approach and master radio interviews.

Newspapers - In the age of clickbait and churn for newspaper websites, this branch of traditional media has become one of the toughest to get right. We will help you avoid the pitfalls of falling into a clickbait headline, whilst also advising you on how to use newspaper's current approach to news to your advantage. However newspapers do also occasionally run longer interviews for their traditional newspaper, which are often the toughest interviews you will encounter. This is because they are the broadest interviews you will do, normally accompanied by a very disarming interviewer. We replicate this scenario through a staged interview.

Social Media (added extra) - Being quoted in the media often involves exposure via social media, as well as the traditional forms of media. Too many organisations and high profile companies underestimate the power and the value of social media and this can often be detrimental to their operations, particularly when things go wrong. An option within the training modules we offer includes a session on both the upside - and downside - of social media.

Cost

Our half-day bespoke sessions (usually 10.30am - 3.30pm with a 30minute break) cost £2,500 excluding VAT. All travel, set-up, and equipment costs are included. Additional equipment (including TV or projector) and any room hire fees will be agreed in advance and charged separately.

Additional options (£250 unless otherwise stated)

Autocue training - *Learning how to address the camera with a script on a screen*

Presentations and speeches - *Learning how to present at meeting and conferences*

Piece to cameras - *Learning how present with confidence when in front of the camera*

Crisis Comms (£500) *Learning how to deal with a crisis situation*

Social media (£500) *Learning how to manage social media as a marketing tool*

Previous feedback from Clever Conclusions' clients

100% of those trained so far by Clever Conclusions have indicated that they would recommend the training to others. The trainers regularly achieve the highest satisfaction scores, with feedback and comments including:

"Clear and concise explanations about relevant experiences made relevant with information pertinent to our company and individuals. It brought out individual strengths and weaknesses in an atmosphere of self development."

"I have attended media training years ago and it was horrific! Although I will never love it, the content and the way it was managed made it a much better experience."

"Having entered the training with a lot of questions and anxieties, I left feeling informed, better skilled and with some great insight into how to deal with interviews and difficult media situations."

"It was great to learn from the wide experience of the trainers. There wasn't an overload of theoretical information, which I liked, instead we learnt from 'live' and practical examples. There was concise clear messages/top tips that I will remember going forward."

Previous Clever Conclusions clients

