

# Sav Communications age

Coaching and Training  
For PR & Marketing  
Professionals

# Savage Training

2 / **About us**

3 / **Clients**

4 / **What they say**

5 -14 / **Training courses**

5 / Introduction to PR  
Working with the Media

6 / Press Release Writing  
Proposal Writing

7 / Presentation Skills  
Media Interviews

8 / Crisis Management  
Issues Management

9 / Consumer Writing Skills  
B2B Writing Skills

10 / Grammar, Punctuation & Spelling  
Effective Networking

11/ Creative Thinking  
Digital Marketing

12 / Management Skills  
Account Director Skills

13 / Coaching Skills  
Time Management

14 / Managing Client Relationships  
Executive Coaching

## About Us

Savage Communications was founded by senior comms practitioner Kerry Savage.

Kerry runs training courses for everyone from PR agency teams to marketing departments of international companies, such as Toni & Guy and Pfizer. She is also an accredited trainer for the Chartered Institute of Public Relations and the Chartered Institute of Marketing.

Prior to becoming a trainer, Kerry worked at some of the UK's most successful PR agencies, including Freud Communications, Burson Marsteller and Hill & Knowlton, as well as working in-house for Selfridges.

Kerry is a regular on the public speaking circuit, having given presentations on the 'The Power of PR' at Olympia, the Business Design Centre, Excel and Earl's Court.

As well as being a seasoned PR professional, Kerry is an inspirational and dynamic coach, who is passionate about helping others succeed. She has a certificate in coaching and is an NLP practitioner.

## Why Savage?

Personal:

The bespoke, in-house courses are tailored precisely to your needs. They can run as group workshops or as one-to-one coaching. A briefing meeting is held first and a detailed course outline agreed in advance of the training.

Practical:

We believe in interactive learning, rather than a lecture-style approach. Courses are built around practical exercises, brainstorming and role play. Real life case studies and company-specific scenarios mean that learnings can be directly applied back in the workplace.

Memorable:

Personal development plans and optional follow-up coaching ensure that course content is retained long after the training has finished.

## Our Clients

Here are some of the organisations that we've worked with:

### Corporate Clients

Breast Cancer Care  
Business Link  
Capgemini  
Charity Commission  
Chartered Institute of Marketing  
Chartered Institute of PR  
Food Brands Group  
Guildford Borough Council  
Institute of Education  
KPMG  
KPSS/Goldwell Hair  
Kurt Geiger  
London Borough of Camden  
NHS  
Patak's Food  
Pfizer  
Rathbones  
Royal Borough of Kensington and Chelsea  
Royal Mail  
Saudi British Bank (SABB)  
Saudi Basic Industries Corp (SABIC)  
Selfridges  
TimeBank  
Toni & Guy  
UBS

### Consultancies

Acceleris  
Cohn and Wolfe  
Communique  
Cow PR  
DSA  
Exposure  
Futerra Sustainability Communications  
Hill & Knowlton  
immediate future  
Ketchum  
MHP  
MS&L  
Porter Novelli  
Sauce  
Siren  
Slice  
The Red Consultancy  
Wild Card

*"I have nothing but praise."*

Capgemini

*"The next generation of training."*

immediate future PR

*"An excellent service from Kerry... great experience"*

Porter Novelli

*"Delighted! We have seen significant improvements."*

Exposure

*"Extremely useful in a practical sense - a rarity in training!"*

The Red Consultancy

*"The most rewarding training I have ever had."*

Hill & Knowlton

*"I am inspired, energised and motivated."*

Slice

*"Really motivated by the course. Kerry comes highly recommended."*

Kurt Geiger

*"Thank you for such an inspiring, incredibly interesting workshop."*

Toni & Guy

## Introduction to PR

For those starting out in public relations, this course explains the fundamentals and helps delegates understand how effective campaigns are executed from beginning to end. Covering every aspect of the business from planning to media relations, it gives attendees an invaluable overview.

- Defining PR in the marketing context: jargon and terminology
- Developing a strategic PR plan that delivers against your objectives
- Understanding digital and traditional PR techniques
- Dealing with the media: pitching stories and handling incoming enquiries
- Hosting events and photocalls
- Writing press releases
- Evaluating the success of campaigns

## Working with the Media

Good media and blogger relations form the foundation of the vast majority of PR campaigns, so it's imperative to get it right. This course teaches the golden rules of placing a story in the media, as well as providing participants with lots of practical role play opportunities and examples.

- Nurturing longterm relationships with bloggers and journalists
- Responding to the media agenda and reacting to topical issues
- Understanding the media: deadlines, lead times, a day in the life of
- Developing contact lists, maintaining a database, follow-ups, timings
- Writing media scripts
- Handling incoming enquiries, fielding calls and taking messages
- Choosing the right forum: press conferences, briefings, meetings and their benefits
- Cross-selling multiple clients and stories at one time

## Press Release Writing

No PR professional's tool kit is complete without the ability to write effective and eye-catching press releases. This workshop gives participants the opportunity to take a step back, away from the pressures of the office, and consider what really goes into writing a fantastic press release.

- Identifying the news angle
- Finding the balance between corporate messaging and real news
- Creating news when there's no news
- Structuring the press release
- Distilling complex or technical content into plain English
- Impact of technology on release style and delivery
- Repackaging a release for different media: print, online, radio and TV

## Proposal Writing

Pulling together a pitch document or proposal can at first seem a daunting task, but by following the step-by-step guidelines, it becomes a straightforward and logical process. From taking the brief to finalising the plans, this plain English course demonstrates how to pull together a professional strategic PR campaign.

- Taking and interrogating briefs
- Conducting in-depth research and interpreting the findings in an intelligent way
- Answering the 'so what?' and the 'why?'
- Understanding the difference between objectives, strategy and tactics
- Structuring your work to build an irrefutable business case
- Developing a systematic approach to storytelling
- Demonstrating commercial value and return on investment
- Agreeing and refining messages
- Developing creative ideas that fit strategically
- Monitoring, measuring and reviewing

## Presentation Skills

Participants will leave the session with a clear understanding of their personal strengths, how to overcome their weaknesses and how to give their presentations a genuine edge. Presentations are filmed for maximum impact.

- How to be yourself and deliver authentic presentations
- Choosing the appropriate structure, style and format for the argument
- Communicating vision, insight and creativity
- Using sales language to build a compelling business case
- Bringing your presentation to life with rhetorical devices and visual aids
- Crafting dynamic openings and closes
- Demonstrating team rapport in group presentations
- Reading and controlling the room
- Connecting with your audience: first impressions, influencer language, body language
- Managing a Q&A session: dealing with difficult questions, demonstrating your knowledge, thinking on your feet
- Harnessing adrenalin and handling nerves

## Media Interviews

This course is for executives with company spokesperson responsibilities. It teaches delegates how to prepare to speak to the media about the business and issues surrounding it.

- Setting up interviews and selecting the media
- Communicating the company line, developing key messages and sticking to them
- Preparing for different types of interviews
- Delivering usable soundbites for maximum impact
- Handling time constraints and getting to the point quickly
- Presenting a professional TV image: posture, demeanour and clothing
- Using everyday language to talk to the viewer/listener
- Dealing with difficult scenarios and tricky journalists
- Controlling the interview with bridging and flagging techniques

## Crisis Management

PR teams tend to spend their working lives promoting their clients; so when a client is hit by a crisis or major incident, few are experienced in the basics of how to protect a reputation. This one-day training programme takes attendees through the evolution of a crisis, looking at how to devise an appropriate response plan and prepare media statements.

- Defining a crisis with real life examples
- Developing and executing a crisis plan: key steps
- Managing senior management and obtaining the information you need
- Developing key messages for crisis response
- Structuring and writing response statements
- Preparing questions & answers, stakeholder letters/emails, employee communications, call centre scripts and more
- Handling inbound media enquiries and anticipating the questions journalist will ask

## Issues Management

Issues management is about how an organisation deals with the reputation risks it faces. This course will equip delegates with the skills to identify, prioritise and track issues and their commentators. It will also give consultants the skills and confidence to deconstruct a complex issue and plan an effective response.

- Identifying the difference between a crisis and an issue
- Understanding the lifecycle of an issue
- Prioritising an issue: when to monitor, prepare for or react to an issue
- Planning your response
- Identifying and prioritising stakeholders
- Tracking the commentary and responding accordingly

## Consumer Writing Skills

This modular workshop, designed specifically with consumer PR practitioners in mind, takes in a range of PR writing vehicles, from email feature pitches to case study synopses. The different modules can be put together to build a completely tailor-made one-day training course.

Optional modules:

- Feature outlines
- Advertorials
- Competition and reader offers
- Case studies
- Consumer news releases
- Punctuation and grammar refresher
- Proofing and editing

## B2B Writing Skills

This workshop has been created especially for B2B practitioners wishing to write business copy that sparkles. The modular approach covers a number of different writing areas, which can be 'mixed and matched' according to client requirements.

Optional modules:

- By-lined articles
- Opinion pieces
- Feature pitches
- Case studies
- Punctuation and grammar refresher
- Proofing and editing

## Grammar, Punctuation & Spelling

Good grammar, punctuation and spelling are non-negotiable when dealing with trained journalists; yet it's an area where many PR practitioners fall down. This workshop clears up some of the misconceptions around the English language and helps eliminate common errors.

- Punctuation: commas, semi-colons and colons; inverted commas; apostrophes; dashes and hyphens
- Capitalisation e.g. job titles, newspaper titles
- Collective and institutional nouns
- Common mix-ups e.g. who/whom; I/me
- Rules that can be broken
- Expanding your vocabulary
- Eliminating credibility killers, such as typos and spelling mistakes
- Proofreading techniques

## Effective Networking

This fun and thought-provoking half-day workshop removes the apprehension often associated with networking. It provides insight on how to establish a networking programme, how to get the most from networking opportunities and how to work a room.

- Developing your personal networking style
- Getting your message across in a non-salesy way
- Understanding accepted networking etiquette
- Entering and exiting groups of journalists, peers and influencers
- Maintaining effortless conversations through advanced listening & questioning skills
- Building rapport using words, tone and body language
- Remembering names
- Following up and sustaining relationships
- Turning your network into personal and commercial value

## Creative Thinking

The world of marketing is a competitive one. Clients are increasingly on the look out for new and exciting approaches and it's our job to deliver them. During this session, delegates learn creative techniques designed to stimulate innovative ideas and unearth PR-worthy angles from within the business.

- Unleashing creativity and accessing the creative brain
- Delivering creative campaigns that deliver for the business strategically
- Running strategic brainstorming
- Generating new ideas using a variety of brainstorming techniques and different methods for improving your creative abilities
- Creativity in practice: real life case studies of successful creative campaigns

## Digital Marketing

This course gives a comprehensive overview of the different aspects of new media and shows delegates how they can be simply and successfully integrated with more established PR strategies.

- Understanding the similarities and differences between traditional media and online - how they can complement and feed each other
- Developing strategic, integrated and measurable campaigns that meet pre-defined business objectives
- Identifying and contacting key online influencers
- Developing content: video, podcasts, blogs, vodcasts
- Creating 'scoops' for social networks, community sites and user forums
- Best practice: case studies of how to do it and...
- Digital blunders: examples of how not to do it

## Management Skills

This workshop is designed to help attendees to understand their individual management style; to identify the preferred working styles of others; and to use this knowledge to create harmonious, productive teams that feel empowered to deliver great work.

- Motivating the team to maintain optimum morale and performance levels
- Playing a strategic role whilst overseeing tactical tasks effectively
- Understanding your personal management style
- Identifying and adapting to colleagues' preferred working styles
- Dealing with conflict sensitively
- Adapting tone and language to different situations
- Delegating and briefing teams consistently, even under pressure
- Using coaching skills to draw out the best in individuals
- Applying advanced questioning and listening skills to identify and address areas of dissatisfaction within the team
- Creating a culture of openness, ownership and responsibility

## Account Director Skills

Making the transition from account manager to account director isn't about doing the same job better. It requires the ability to shift from tactical to strategic, from implementer to driver and from team member to team leader. This programme consists of a series of optional modules that can be shaped to deliver a solid grounding in the primary aspects of the account director role.

Optional modules:

- Understanding the role and expectations of an account director
- Becoming a trusted advisor
- Retaining and growing accounts
- Finding and winning new business
- Developing commercial and sales skills
- Managing team performance and development

## Coaching Skills

Coaching is a vital part of the modern manager's toolkit. This workshop teaches how to get the best from your teams using the latest coaching tools and techniques.

- **Defining coaching: what is it and how does it compare with managing and mentoring?**
- **Understanding the role of a coach**
- **Adopting different coaching styles for different development stages**
- **Helping your team to define their goals and set supporting objectives**
- **Overcoming blockages and limiting beliefs**
- **Understanding the importance of values-based goals**
- **Aligning personal goals with business objectives**
- **Using the GROW model to ensure goals are realistic and relevant**
- **Communicating the importance of accountability**
- **Dealing with slow down in momentum, forgotten goals or missed deadlines**
- **Building rapport with your team**
- **Demonstrating advanced listening skills**
- **Asking killer questions to get to the root of a problem and identify resistance**

## Time Management

Participants in this session will learn how to increase their effectiveness in the workplace, enabling them to achieve greater productivity and revenue for the business. They will understand how to manage campaigns on time, often under stressful circumstances, with minimum over-servicing and with maximum results.

- **Taking ownership of projects and managing available resources**
- **Identifying priorities with the time management matrix**
- **Understanding the difference between urgent and important**
- **Knowing how to push back and say no**
- **Managing upwards**
- **Overcoming procrastination**
- **Dealing with the unexpected**
- **Eliminating time bandits**
- **Running effective meetings and briefings**

## Managing Client Relationships

Designed to help consultants to retain and grow business, this session provides valuable techniques for achieving effective working relationships with different types of client and involves practical, problem-solving exercises that enable participants to immediately put into practice what they have learned.

- **Valuing good relationships**
- **Understanding different client personalities and what makes them tick**
- **Understanding the needs and motivation of members of the client decision making unit**
- **Spotting primary sources of client dissatisfaction and knowing how to avoid them**
- **Managing disgruntled clients**
- **Selling and negotiating**
- **Juggling clients: time management, prioritising and communication**
- **Adding value without over-servicing**
- **Pushing back and saying no**
- **Laying the foundations with effective systems and processes**

## Executive Coaching

The aim of executive coaching is to give participants a dedicated forum in which to develop their leadership skills, re-evaluating and reinvigorating current working practices.

It provides clarity around professional values, beliefs and direction, enabling participants to create workable action plans for their short- and long-term career. It uses proven coaching techniques to encourage participants to step outside themselves to problem-solve and re-assess common behavioural patterns.

Each programme is shaped around the individual's needs and can also cover vital skills, such as:

- **Leadership skills**
- **Strategic thinking**
- **Business development**
- **Senior client counsel**

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