ESPGHAN: Media Training Day

Project Overview
ESPGHAN’s media relations operation is now well established and a core activity of the Public Affair’s Committee’s operations. Media relations is an incredibly powerful communications function and understanding how the media works and how it can work for a medical society in achieving its strategic aims is critical to ensuring the media function delivers on the communications objectives.

Spink, ESPGHAN’s communications agency, has developed a training session to provide ESPGHAN’s Council with an understanding and the tools they need to enable the society to fully utilise its media communications potential, and to act as effective spokespeople for the organisation.

Aims of the Training Session

- To enhance participants’ understanding of the role of the media and the purpose and benefits of ESPGHAN’s media relations operation
- To explain and discuss ESPGHAN’s Media Strategy
- To learn and understand the realities and practicalities of dealing with the media

Media Trainer
Session to be delivered by Jo Spink, Founder and Creative Strategist at Spink. Jo Spink founded Spink, an independent healthcare communications agency, in 1989. Since then she has run national, European and global media campaigns for a wide range of health organisations – from charities to pharmaceutical companies, medical societies to public and private health providers - achieving media coverage in print, online and broadcast media outlets in all four corners of the globe. Jo’s media expertise and training helps clinicians and brand ambassadors to improve their delivery of key messages and ‘brand personality’ to the public, healthcare professionals and policy makers.
DAY AGENDA

Session 1: Understanding the Media

Outline
This session will explain how to use the media to influence change and give attendees an understanding of what agencies like Spink can do, as well as the different approaches required for different media outlets.

▪ What can the media achieve for ESPGHAN?
▪ What do the media want?
▪ Understanding different media outlets

Case study and previous press release examples
Spink will provide a brief for each release highlighting the target audience and objective to ensure clarity and understanding of the tone and content.

Scenarios
Spink will present the group with a number of scenarios in order to role play some of the key lessons learned during the session – such as ‘what is newsworthy?’.

Session 2: ESPGHAN and the Media

Outline
This session will focus on exploring what ESPGHAN aims to achieve from its media operation – Spink will outline the PAC’s current approach and how the press operation sets out to achieve this.

Session 3: The Media and You

Outline
The final session will cover some of the practicalities of media relations. This is designed to give attendees an understanding of what is expected of them, what they can expect from journalists as well as outline some of the inevitable pitfalls of achieving media coverage.

▪ Practicalities when dealing with the media
▪ When things don’t go quite to plan
▪ Helpful hints and tips

Contact:
James M. Butcher
E: james@spinkhealth.com
T. 01444 811099

Copyright Spink Ltd. 2020