

Media Training

Half-day Bespoke Session

- Training by a professional journalist, under live interview conditions
- A cost-effective approach, based on a demonstrated and consistent methodology
- Training for all media (print, radio, TV) in all situations (press conference, one-on-one)
- Scenarios and role-plays made-to-measure for each client's news angle
- Bilingual English/French media training available

Client References (including CEO-Direct)



Adrian Dearnell, financial journalist and media consultant



- Bilingual French-American financial TV journalist
- Has conducted over 3,000 one-on-one TV interviews with a wide cross-section of blue chip CEOs, institutional investors and financial analysts
- Former President of the Anglo-American Press Association of Paris

Adrian Dearnell has hosted and anchored many programs in English and French on Bloomberg TV, BFM Business Radio and Radio Classique. Since launching EuroBusiness Media in 2002, he splits his time between financial journalism, media training and corporate video production. EuroBusiness Media is the creator of CEO-Direct: streaming video CEO interviews, featured on corporate websites and distributed by email directly to investors, analysts and journalists, with detailed reporting on who watched, and for how long.

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