

Retail Therapy Television Media Workshop

9:30 am to 10:00 am	<p>Arrive - Introductions and Welcome - Tea & Coffee Ample parking is available. Looking at the front of the building, use the side entrance to the right side of the building behind "The Facia Place" (we are on the first floor) any problems please call 01784 256777. Address: Retail Therapy Television Ltd Unit 20a, Littleton House, Littleton Road, Ashford, Surrey. TW15 1UU Location and map - www.retailtherapytelevision.com/contactus.htm</p>
10:00 am to 10:30 am	<p>Initial Briefing – The Day's Structure,</p> <ul style="list-style-type: none"> • What we are going to do and why • The Interview • Comprehension and understanding of the supplied press releases
10:30 am to 10:45 am	<p>Introduction to TV Studio</p> <ul style="list-style-type: none"> • What the studio crew do • Who to look out for on the floor • What the presenter is hearing • Counts and what they mean
10:45 am to 11:15 pm	<p>Talking to Time It's all about you -1 Minute Piece to Camera (PTC) - Who are you and what do you do? 60 seconds - no more, no less. You will need to prep and think about this section.</p>
11:15 pm to 1:30 pm	<p>Interview Workshop "As Live" interview about the key Objectives.</p> <ul style="list-style-type: none"> • Handling the Interview • Control of the interview • Where to look and what you are conveying using your eyes • Dress Sense – Be aware • Prepare for TV Interview • Interview 1 – 4mins • Workshop Review
1:30 pm to 2:00 pm	<p>Lunch</p>
2:00 pm to 3:00 pm	<p>Radio – You're On The Air</p> <ul style="list-style-type: none"> • Talk Show Format taking calls from the listener • Live Phone In
3:00 pm to 3:45 pm	<p>On Location</p> <ul style="list-style-type: none"> • The Brief • 1 Minute PTC, based on Press Release
3:45 pm to 4:00 pm	<p>It's a Wrap</p>

Times are approximate and may overrun. Refreshments will be served throughout the day.