# Effective Interviewing Techniques

media training

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## Course description

This course is designed for anyone who has to conduct interviews - whether you are a journalist, writer, researcher or someone who is required to undertake interviews face to face or over the phone as part of your job. The course covers asking the right questions, opening gambits, avoiding closed answers, keeping an interview on-track and how to ensure you leave an interview with the information you need. The course also covers tips and tricks for dealing with reluctant or difficult interviewees.

## Course information

### Course duration

One day

### Course cost

Public scheduled course: £325 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course £495 plus VAT for individual tuition.
Please call for prices for private groups of two or more.

### Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station. We can also run courses onsite at your offices if you prefer.

### Pre course requirements

There are no pre course requirements.

### Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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**Interviews vs conversations**
- How interviews and conversations differ
- Developing an interview technique

**Preparing for an interview**
- Essential preparation
- What to research and how to research it

**Discovering the angle**
- Choosing an angle for the interview
- Establishing credibility and building rapport
- Structuring your questions
- Maintaining the angle
- Using body language

**The interview arc**
- What is the interview arc and how does it function?
- Staying focused during an interview

**Different types of interview**
- Phone, email and face to face
- Advantages and disadvantages of each
- Adapting your interview style for each medium
- Avoiding closed answers

**Transcribing**
- Notes or recording?
- Organising your interview notes - what to use and what to throw away

**Using quotes**
- How to obtain quotes from an interview effectively and ethically
- On or off the record?
- Legal implications

**The difficult interview**
- How to deal with reluctant or difficult interviewees

**The art of the 10 minute interview**
- Getting the maximum from minimum time
- Using the Q&A profile structure
- Keeping them talking right to the end

**Questions and answers**