



CHANGING LIVES

BUILDING SKILLS

INSPIRING CONFIDENCE



CONTENTS

We are BFBS	2
Why train with us?	3
Courses:	4
Graphic Design & Editing	5
Photography	10
Podcasting	14
Media Training	18
Social Media	24
Strategic Communications	32
Leadership	38
Meet the team	43
Security	46
Accreditations	47



WE ARE BFBS

BFBS is a global charity and media organisation. We've been around for over 80 years entertaining, informing, connecting, and championing the UK armed forces, their families, and veterans.

We're an award-winning Creative Agency and Training Academy, founded to support the armed forces, UK government and corporate clients with their digital, media and communication challenges.

With outstanding service levels at the heart of everything we do, our mission is to help you upskill, develop and continuously improve your team's performance.

Our close working relationship with both clients and trainers ensures that we provide personalised and adaptable courses which are continuously updated according to current industry demands, and client's unique needs.

We live and breathe content day in, day out, and this expertise informs our training courses, providing relevant material and focused, tangible results.

A photograph of two women in a professional setting. The woman on the left, with blonde hair and glasses, is wearing a patterned blazer and smiling. The woman on the right, with dark hair, is wearing a blue top and looking towards the first woman. In the background, there is a whiteboard with a chart and a bookshelf.

WHY TRAIN WITH US?

Reputation

With an unrivalled reputation among our clients, we specialise in practical advice, training and coaching to the armed forces, diplomats, ministers, government and civil servants, as well as commercial clients.

We deliver all of our training programs professionally, flexibly and creatively which is why our reputation is so renowned.



Delivery

Most of our courses have been developed to offer a fully hybrid model; with face to face, virtual, or a mix of both deliveries available. Each course can be modified in duration and complexity to suit individual client needs.



COURSES



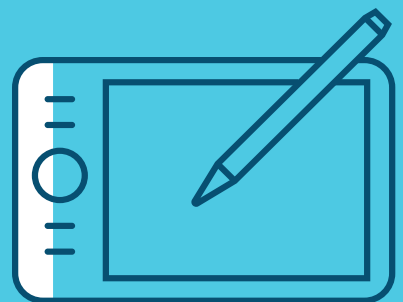
GRAPHIC DESIGN & EDITING



GRAPHIC DESIGN

Graphic Design is the creation of visual content to communicate a message. There's a plethora of graphic design software available which is used on a daily basis in the media industry and in social media production to create engaging imagery and content.

Our training courses cover a range of different graphic design software tools and how to use them, the production of high-quality content, the importance of storytelling through image, and with tips to enhance your final output to make it more engaging to your audience.



“

**All the trainers are excellent;
knowledgeable, professional
and supportive.**

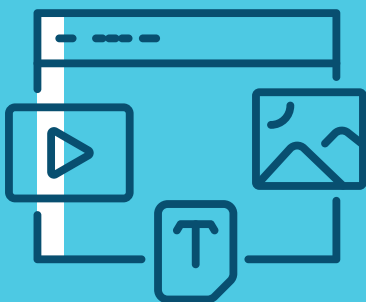
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GRAPHIC DESIGN

We provide graphic design courses ranging in level from beginner to advanced. Choose from Canva, Adobe Photoshop or Adobe Illustrator.

Learning Outcomes



- Gain a deep understanding of your chosen graphic design software.
- Enhance your graphic design skills.
- Understand how to create engaging and professional content.
- Gain knowledge of various production techniques used in graphic design.
- Feel confident using your chosen software.
- Understand how to meet UK Government accessibility guidelines and standards.

ENQUIRE NOW

A close-up, angled view of the Adobe Premiere Pro interface. The timeline is visible with multiple tracks containing video and audio clips. Timecode markers are present at the top, showing 00:05:00:00, 00:05:30:00, and 00:06:00:00. The interface is dark-themed with various colored clips (blue, purple, pink, green) on the timeline.

ADOBE PREMIERE PRO

Video has the ability to effectively captivate an audience. Premiere Pro is a video editing application that is part of Adobe Creative Cloud. It's used extensively in the media industry for social media production and content creation.

This course is aimed at video producers who are editing and enhancing professional content, whether filmed on specialist equipment or simply on your smartphone.

Learning Outcomes



- Develop an understanding of the content purpose and how to boost audience engagement.
- Gain experience of taking raw video, editing it, and producing a final short piece.
- Understand media importation and exportation.
- Understand differing post-production techniques and industry standards.
- Learn how to add graphical elements, transitions and mixing shots.

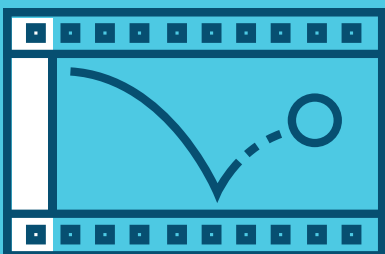
ENQUIRE NOW

ADOBE AFTER EFFECTS

Take your video to the next level. After Effects is a motion design and visual effects software app that is part of Adobe Creative Cloud. It is used for high-end video production.

This course is aimed at experienced post-production specialists who already have a deep understanding of Premiere Pro techniques.

This training covers key techniques for creating engaging motion graphics and professional visual effects.



Learning Outcomes

- Understand how to import and organise assets.
- Learn animation techniques and layer control.
- Work with shapes and effects.
- Learn the ins and outs of track mattes & masks.

ENQUIRE NOW



PHOTOGRAPHY

PHOTOGRAPHY

We provide photography courses ranging in level from beginner to advanced. Whether you've never used a DSLR or mirrorless camera and want to learn the basics, or if you're already proficient in photography and wish to increase your skills and knowledge of more complex functionalities, our team will work with you to assess your current level and recommend the right course for you.



Learning Outcomes



- Hands-on experience with professional cameras and accessories.
- Understand basic theory and industry practices, including framing, depth of field and composition.
- Understand the differing aspect ratio requirements for social media platforms.

ENQUIRE NOW



PHOTOGRAPHY: ADVANCED CPD ACCREDITED - 3 DAYS

Elevate your imagery. This 3-day photography course aims to provide comprehensive technical training and hands-on practice for capturing professional-quality images.



Through sessions focused on core camera functions, exposure control, advanced settings, composition techniques, and editing software, attendees will gain the skills to consistently produce well-composed, correctly exposed photos tailored for print or publication.

Learning Outcomes

- Develop an understanding of composition techniques for enhanced image appeal and storytelling.
- Understand how to describe exposure triangle concepts and apply them.
- Analyse how aperture, shutter speed and depth of field impact creative choices in composition.
- Evaluate advanced techniques, including metering modes, white balance, and focal points.
- Leverage different lenses and perspective choices to create specific moods and styles.
- Process raw image files through editing software to produce polished, print ready photographs tailored to industry quality standards.

ENQUIRE NOW



PHOTOGRAPHY

UAL ACCREDITED

Passionate about photography? This course is for you. Whether you love capturing urban scenes, landscapes or portraits, whatever your experience might be, you are welcome on this 2-week course.



This training will provide you with the skills required to take a truly memorable shot.

This course can be self-funded, or funded via Enhanced Learning Credits (ELCAS), meaning it is open to both the serving military and veteran communities, regardless of age, rank, or previous experience. We're always eager to accommodate those who have been wounded, injured or sick whilst serving.

This Level 3 Award is fully accredited and includes a mixture of assessments via photography journals and annotated photographic evidence, all fully supported by the tutors and peers working in class.

ENQUIRE NOW

A professional broadcast microphone is mounted on a boom arm. The microphone is black with a silver mesh grille and a blue band near the base. It is connected to a cable. The background is blurred, showing what appears to be a screen with a circular pattern. The word "PODCASTING" is overlaid in white text on the left side of the image, preceded by a vertical blue bar.

PODCASTING

PODCASTING

We provide a comprehensive range of Podcasting courses, covering the basics of podcast creation, direction, editing and publication, through to advanced content production techniques. Our homegrown podcast series can all be listened to here:

[CLICK TO LISTEN](#)



Learning Outcomes

- Discover what makes good podcast material.
- Develop an understanding of basic audio recording techniques through hands on experience.
- Learn how to use the best free audio editing software on the market.
- Produce a short piece of content, working within a collaborative group setting.

“

All the sessions were very insightful. The activities were super engaging and captivating.

”

PODCASTING: ADVANCED CPD ACCREDITED - 3 DAYS

Press play on your podcast idea. Taking place in a studio environment, this 3-day CPD accredited course gives delegates the skills to produce their own podcast.

By the end of the training, you will have the knowledge and skills to take a podcast from initial planning, all the way through to completion.



Topics covered include:

- Production planning, directing the conversation, script writing, tone of voice, audio capture and editing.
- The core equipment and software used in podcast production.
- Through hands-on activities, you will hone your technical skills in capturing high-quality audio recordings in varying acoustic environments.

ENQUIRE NOW



PODCASTING: LEVEL 3 AWARD OCN LONDON ACCREDITED

This course is suitable for those who have a passion for podcasting, or those who are expected to produce professional quality content as part of their job, or those looking to move into digital roles in the future.



Topics covered include:

- Podcast planning, researching and safe working practices.
- Learn the technical elements of how to record quality audio content.
- Gain knowledge of post-production techniques, using industry standard software to produce professional podcasts.

All levels are covered within this comprehensive podcasting course. No previous experience is required, just bring a passion for podcasts!

Note, this is a 2-week course.

ENQUIRE NOW

A woman with dark hair and bangs, wearing a black and orange floral dress, is shown in profile, operating a professional video camera. She is wearing a silver watch on her left wrist. The camera is mounted on a tripod and has a microphone attached. In the background, a man is visible, looking towards the camera. The setting appears to be a studio or a set with large windows in the background.

MEDIA TRAINING



DELIVERING PROFESSIONAL MEDIA INTERVIEWS

CPD ACCREDITED – 1 DAY

This course has been carefully designed to empower your team and build confidence in the planning and delivery of clear, concise messaging during interviews, on TV, Radio or Online.

During this course you'll bring your learnings to life with interactive sessions and practical activities to refine and enhance your approach, and increase your confidence.



Learning Outcomes

- Develop an understanding of the craft and methodology of effective spokesperson techniques.
- Consider the different approaches required, depending on the interview delivery platform.
- Build an understanding of types and styles of questioning techniques.
- Understand the technical and sartorial requirements of each type of media interview.
- Develop knowledge on how to use bridging techniques when handling challenging topics.
- Review filmed practice sessions, working on both peer and tutor feedback, in a mutually supportive environment.

ENQUIRE NOW



PROFESSIONAL MEDIA INTERVIEW TECHNIQUES

These individual courses can be modified in duration and complexity to suit individual client needs.

RADIO

[ENQUIRE NOW](#)

Radio can be a challenging media environment where the interviewees don't have the benefit of body language to reinforce their verbal messaging. This course will prepare you for radio interviews, both live streamed, on-air or pre-record.

Learning Outcomes

- Feel confident in a professional radio studio setting.
- Understand live stream additional requirements.
- Practise reacting to both hostile and less combative questioning approaches, with a focus on the importance of tone of voice and researching content covered.





PROFESSIONAL MEDIA INTERVIEW TECHNIQUES

ONLINE/VIRTUAL

[ENQUIRE NOW](#)

This course is aimed at people who are required to join a live interview from a remote location, be that at their home or office environment.

Learning Outcomes

- Understand how background, body language and clothing can affect the overall outcome of the interview.
- Feel confident in an online interview setting.
- Practise reacting to both hostile and less combative questioning approaches, with a focus on the importance of tone of voice and researching content covered.

TV

[ENQUIRE NOW](#)

This course has been designed as an introduction to live, or pre-recorded television interview settings, in a studio or on-location.

Learning Outcomes

- Feel confident in a professional TV studio setting.
- Understand the technical requirements of a busy, live location, or multi-camera studio environment.
- Practise reacting to both hostile and less combative questioning approaches, with a focus on the importance of tone of voice and researching content covered.
- Understand how body language and clothing can affect the overall outcome of the interview.



PUBLIC SPEAKING

Stand up and deliver, with confidence. This course is for those who are regularly required to deliver interactive, engaging presentations to a diverse audience.

This training includes practical workshops which are filmed for later review, which will help you to challenge and refine your skills whilst working within a collaborative, supportive environment.

Note, we can modify the duration and complexity of this course to suit individual client needs.



Learning Outcomes

- Identify your audience and be able to understand and engage them effectively.
- Understand how to achieve your delivery goals and 'what good looks like'.
- Develop an appreciation of the importance of body language and tone of voice.

ENQUIRE NOW



CRISIS COMMUNICATIONS

It is important to be prepared during a crisis, a big part of this includes having a precise, agreed message to be communicated.



This course will give you the tools to help you understand the different nature of crises and their environment, along with appropriate actions to take before, during and after a major incident.

The session will give you both the skills and confidence to manage your organisation communications when faced with a crisis.

Note, we can modify the duration and complexity of this course to suit individual client needs.

Learning Outcomes

- Develop a crisis communications plan for your own organisation.
- Understand how to engage and manage the media during a crisis.
- Recognise which media channels to use, how, and when.
- Learn how to identify, brief and prepare senior leaders, key stakeholders, and executives during times of crisis.
- Develop a clear understanding of how best to articulate the agreed message, so as not to be caught off guard.
- Learn how to communicate with impact and authority, handle awkward questions under pressure and deal with combative news or social media crews.

Please note, we also run bespoke Crisis Comms courses which include scenario planning, facilitating a comprehensive team response and social media simulations.

ENQUIRE NOW

A hand holding a black gimbal-mounted smartphone, with a blue and purple gradient overlay. The gimbal is a three-axis stabilizer, and the phone is mounted on it. The background is blurred, showing what appears to be a person's face. The text "SOCIAL MEDIA" is overlaid in white, bold, sans-serif font, preceded by a vertical bar with a pink-to-white gradient.

SOCIAL MEDIA

SMARTPHONE FILMING & FREE APP EDITING

CPD ACCREDITED - 2 DAYS

Camera rolling, quiet on set, action! Learn how to create high-quality, engaging social media video content using just your smartphone and various accessories.

This 2-day course is aimed at social media managers, marketers and anyone looking to understand how to enhance the smartphone content they produce.

This course will increase your confidence and help you to deliver effective and engaging content.



Learning Outcomes

- Consider effective storytelling techniques and how to modify content to reflect different audiences, dependent on the delivery platform.
- Get to know the free editing apps available and how these can be used effectively to enhance your content and influence engagement with your target audience.
- Develop an understanding of composition techniques and apply the rule of thirds, leading lines, symmetry and viewpoint techniques for enhanced image appeal and storytelling.
- Learn how to describe exposure triangle concepts and apply them.
- Analyse how aperture, shutter speed and depth of field impact creative choices in composition.
- Practise skills learnt through a series of photos/videos.
- Understand safe working practices.
- Learn basic editing app functionality, including importation and exportation of content.
- Understand the importance of accessibility and how to meet government guidelines.

ENQUIRE NOW



SMARTPHONE FILMING & ADOBE PREMIERE PRO EDITING

CPD ACCREDITED - 2 DAYS

Feel confident from the word 'action' to 'that's a wrap'. This course will increase your understanding of professional smartphone filming and also covers an introduction to editing on the professional video editing software, Adobe Premiere Pro.

The application of these tools will give you the skills to enhance your audience engagement, using post-production techniques.



Learning Outcomes

- Consider effective storytelling techniques and how to modify content to reflect the different audiences, dependent on the delivery platform.
- Develop an understanding of composition techniques and apply the rule of thirds, leading lines, symmetry and viewpoint techniques for enhanced image appeal and storytelling.
- Describe exposure triangle concepts and apply them.
- Analyse how aperture, shutter speed and depth of field impact creative choices in composition.
- Practise skills learnt through a series of photos/videos.
- Understand safe working practices.
- Learn basic Adobe Premiere Pro functionality, including importation and exportation of content.
- Understand the importance of accessibility and how to meet government guidelines.

ENQUIRE NOW

CONTENT CREATION AND CAMPAIGN PLANNING FOR SOCIAL MEDIA

From Instagram, to Facebook, to TikTok, to LinkedIn, there are many social media platforms out there, but which one is right for you, and your audience? This course provides a robust overview of the selected social media platforms that you use within your role and organisation.



You'll consider each platform's functionality and target users, learn about social media management tools, and the scheduling, reporting and insights available, whilst also considering your audience and how best to increase engagement and maximise the impact of your campaigns.

Note, this course can be modified in duration and complexity to suit individual client needs.

Learning Outcomes

- Increase your understanding of the different social media platforms and their varying functionalities.
- Understand social media management programs and the tools they provide.
- Plan, implement and review a social media campaign.
- Understand the importance of planning for quality content including good workflow production practices.
- Understand audience engagement techniques.
- Consider aspect ratio export settings in relation to differing social media platforms.
- Learn the importance of campaign planning for storytelling.
- Understand how to harness your own personal brand and consider best practice.
- Consider your digital footprint, the effect of poor choices and their implications.
- Understand the importance of accessibility and how to meet government guidelines.

ENQUIRE NOW



SOCIAL MEDIA MANAGEMENT WEBINARS

Need a quick Social Media overview? Or keen to refresh your knowledge in a certain area? Want to have a focused session that will give you tangible tools to walk away with?

These 90 minute webinars are delivered online, followed by a 1-hour Q&A with the trainer.

The choice of webinar subject and the delivery schedule will be agreed with your team at the time of booking.

Webinar topics can include:



- Social media channel management.
- Audience insight and evaluation, based on the OASIS campaign planning framework.
- How to measure impact, based on the OASIS campaign planning framework.
- Smartphone filming - content creation for digital platforms.
- Vertical content creation.
- Video editing for social media.
- Podcasting.
- Managing a company LinkedIn page.

Additional webinar topics are available, please speak to our team to discuss your specific requirements.

ENQUIRE NOW

A photograph of three people in a workshop setting. A woman on the left is looking at a smartphone held by a man on the right. A man with glasses stands in the middle, looking down at the phone. The man on the right is wearing a dark blue NASA sweatshirt. The background is slightly blurred, showing other people and a blue wall with some charts.

SOCIAL MEDIA STORYTELLING

CPD ACCREDITED - 1 DAY

Tell your story the right way. This 1-day course covers an introduction to campaign planning and audience engagement, social media platforms and content creation, with a focus on harnessing the power of 'storytelling' to create effective communications.



Learning Outcomes

- Understand the importance of campaign planning, audience analysis and engagement.
- Overview of each social media platform and their audience.
- Develop an understanding of video and graphic content creation best practice to maximise impact.
- Refine your core message, to create impact and memorable campaigns.
- Hands-on practise creating narrative content, followed by analysis and feedback in a mutually supportive environment.
- Understand the importance of accessibility and how to meet government guidelines.

ENQUIRE NOW



VISUAL STORYTELLING

CPD ACCREDITED - 1 DAY

They say a picture speaks louder than words; this 1-day course covers all of the elements involved in the art of visual storytelling.

With a focus on academic theory, as well as psychological analysis you'll dive deep into impactful storytelling.



Learning Outcomes

- Develop an understanding of theoretical and practical visual storytelling techniques.
- Understand how to include human elements, using emotions to capture viewers engagement.
- Cover visual process mapping and graphic recording.
- Understand the importance of accessibility and how to meet government guidelines.

ENQUIRE NOW



SOCIAL MEDIA HALF-DAY WORKSHOPS

INSTAGRAM REELS

[ENQUIRE NOW](#)

From tutorials, to ‘behind the scenes’, to ‘meet the team’ – vertical Reels are a vital aspect of your social media strategy.

During this workshop we’ll give you a tour of the Instagram Reels feature, show you how to record Reels using the app and how to use some of the other built-in features to make sure you reach and engage with your audience.

LINKEDIN

[ENQUIRE NOW](#)

This workshop is designed to help you elevate your LinkedIn presence.

We’ll show you how to use the platform effectively, to build on your connections and network and provide you with insight on what you should be doing more of, as well as what you should stop doing.

META

[ENQUIRE NOW](#)

Have you heard of Meta? They own three of the biggest social networks in the world: Facebook, Instagram & WhatsApp.

During this workshop we’ll show you what good social media content looks like, giving you tips on how to capture and grow your audience and we’ll explore the Meta Business Suite and discuss how to use it to streamline your workflow.

A man with a beard and a woman with blonde hair are in a studio. The man is wearing a light-colored button-down shirt and is looking down at something in his hands. The woman is wearing a patterned top and is looking towards the camera. In the foreground, there is a professional video camera on a tripod. The background shows a studio environment with various equipment and a large window or screen displaying a cityscape.

STRATEGIC COMMUNICATIONS



GETTING CONFIDENTLY CREATIVE ON CUE

Unleash your inner creativity! This workshop offers a unique approach to breaking through communication roadblocks through the 'Game of Creativity'.

The Game of Creativity was developed by Matt Vojacek to break through the overwhelming feeling of staring at a blank page.



Learning Outcomes

- Think outside the box and develop innovative solutions to communication challenges at pace.
- Gain the confidence to boost your creative potential.
- Learn new ways to feel empowered and to communicate your ideas effectively.
- Improve teamwork and communication skills.

ENQUIRE NOW



OASIS CAMPAIGN PLANNING CPD ACCREDITED - 1 DAY

Produce effective campaigns from start to finish with this 1-day course. This course has been designed to teach participants how to create and deliver successful creative media communications campaigns.

It covers how to build a campaign plan, using the OASIS framework, to ensure that all communications are effective, efficient and evaluated.

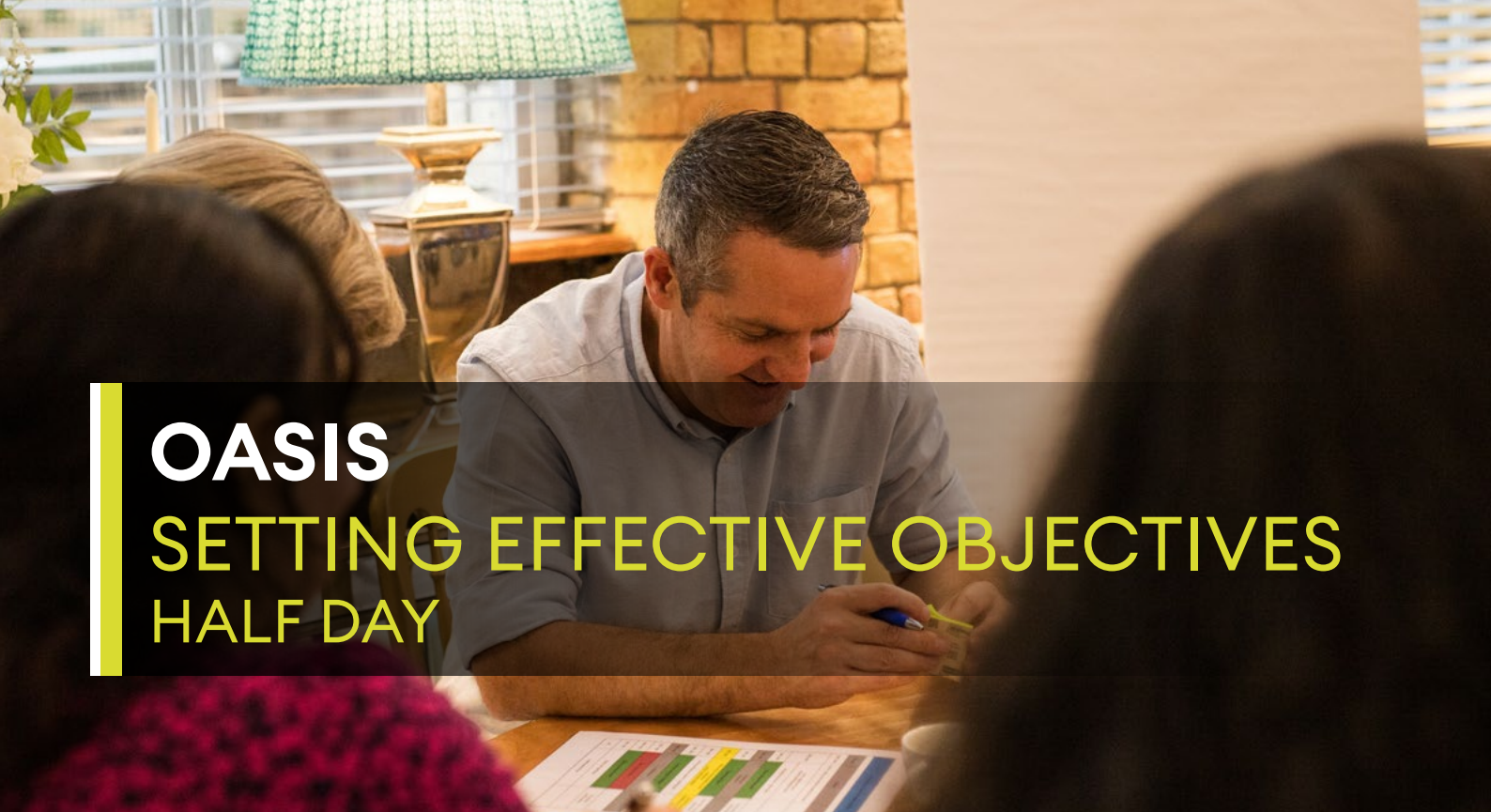


Learning Outcomes



- Learn how to create a campaign plan, using the OASIS framework.
- Create and implement successful creative media communications campaigns.
- Understand the importance of social media trends, your target audience and optimising content engagement.

ENQUIRE NOW



OASIS

SETTING EFFECTIVE OBJECTIVES

HALF DAY

No campaign plan is complete without well thought out, and achievable objectives.

This course covers the importance of setting effective objectives to lead your campaign to success.



This half day course covers:



- Learn how to outline what your communications activity is intending to achieve.
- Start with the policy aim and develop communications objectives that will deliver this.
- Identify the role that communication will contribute to achieving the policy aim and the role that individual activities or channels will play in meeting the communications objectives.
- Ensure all objectives are achievable, measurable – expressed numerically where possible, focused on outcomes, not outputs, and related to changing attitudes and/or behaviour.

ENQUIRE NOW



OASIS

INSIGHT AND UNDERSTANDING YOUR AUDIENCE HALF DAY

Who is your campaign aimed at? Understanding your audience is critical to a successful campaign.

Do you need to change or influence your audience's attitudes and behaviours to help you achieve your objective? What are the barriers to change that your campaign can help to address?



It is important that we use insight and data to create a full picture of who they are, what they need and how they will reach the desired outcome.

In this training you will use your own commissioned research, data from elsewhere in government, or publicly available information, to build your audience's story.

ENQUIRE NOW



OASIS

DEVELOPING COMMUNICATION STRATEGIES

HALF DAY

Strategy and Idea

Learn how to use insight to outline your approach. You'll dive into cover proposition or messaging; channels; and partners or influencers.

Map out your audience's journey and design communications relevant to the different stages. Where possible, test or pilot your approach to assess its effectiveness.

Implementation

Once you have defined your approach, you'll set out how your communications will be implemented and what tactics you'll use.

Develop a clear plan that allocates resources and sets out the timescales for timely delivery.

Where appropriate, consider bringing influencers and partners on board to increase impact and use low-cost approaches where possible, particularly in PR and partnerships.

Scoring and Evaluation

Monitor outputs, outtakes and outcomes throughout the life of your campaign and evaluate them once it is complete.

Within OASIS, Objectives and Scoring are especially important for the purpose of evaluation and will allow you to analyse your campaign's effectiveness and how to move forwards.

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A man with a beard and glasses, wearing a blue blazer over a white t-shirt, stands in a room. He is holding a smartphone in his hands. The room has a brick wall on the left, a large screen on the right displaying a landscape, and a potted plant in the foreground. The word "LEADERSHIP" is overlaid in white text on a dark blue background in the bottom left corner.

LEADERSHIP



LEADERSHIP LEADERSHIP COMMUNICATION SKILLS

This course provides executives and senior business leaders with the skills required to effectively and confidently communicate.



Day one will dive into the topic of defining audiences, harnessing soft power, persuasive and diplomatic skills, and will provide an understanding of ‘what good looks like’ on social media.

Day two covers the skillsets required within practical interview conditions, with our highly skilled broadcast journalists. You will learn ‘down the line’, radio and TV interview techniques. When delivered at our office we use our professional television studio for a fully immersive experience.

Effective interview preparation and delivery are also covered throughout the course.

ENQUIRE NOW



LEADERSHIP STRATEGIES TO AVOID DIGITAL OVERLOAD

Do you ever feel overwhelmed with emails, meetings and numerous updated versions of the same document?

The working world has evolved in recent years, with more people working remotely and face to face office chats reducing. Huge numbers of emails and instant messages can easily become overwhelming.

This course will help you to consider the most effective communication strategy for your managers, colleagues and team, be it in-person, email or instant messaging.

Our ready to use hints and tips will streamline your work practices, removing that feeling of overwhelm and give you an understanding of email and communication protocols.

Learning Outcomes

- Be confident in considering the most appropriate way to communicate a message, whether that be e-mail, instant message or through a meeting agenda to ensure it's read, understood and actioned.
- Understand email and document filing systems best practise, including naming conventions.
- Receive top tips in using collaborative working & project management tools, such as SharePoint, Google Docs, Trello, Asana etc.
- Develop a strategy, if appropriate, for your team and implementation plan for consistent team working.

ENQUIRE NOW

A photograph of two women in a professional setting. The woman on the left, with blonde hair and glasses on her head, is smiling and looking towards the woman on the right. The woman on the right has dark hair and is wearing a blue top, looking back at the first woman. In the background, there is a calendar on a wall and some office furniture.

LEADERSHIP PERSONAL EXECUTIVE PRESENCE

Make a difference in meetings. This course is for clients who want to improve their personal presence and impact in meetings or business interactions.

This training will teach you how to shine in meetings whatever your level of knowledge or seniority. Learn how to overcome reticence and to contribute confidently and constructively, without stifling debate.

Learning Outcomes

- Understand how to contribute to meetings for maximum impact.
- Use your voice, appearance and body language to best effect and know how to frame perceptive questions.
- Speak engagingly with appropriate tone, pace and pitch.
- Understand the principles of listening vs speaking.
- Practise effective research techniques.



ENQUIRE NOW



LEADERSHIP TRAIN THE TRAINER

The 'Train the Trainer' model is a framework that prepares individuals to pass methods and expertise on to others, who may then become trainers themselves.

This course focuses on just that, utilising the framework and more:



- From the selection of whom within the team are best placed to support their peers, through to agreeing learning outcomes and developmental goals.
- Curriculum design, lesson planning and effective delivery as well as key themes such as effective communication skills are considered.
- An understanding of how to recognise any barriers to learning and motivational strategies to support the team are important aspects of this program.

ENQUIRE NOW



MEET THE TEAM



MEET THE TEAM

ADAM WATERS

DIRECTOR OF BFBS ACADEMY AND CREATIVE



A member of the Senior Leadership Team at BFBS, Adam directs both BFBS Academy and BFBS Creative, our creative communications agency.

Adam leads on our high-level comms advice service for ambassadors, military leaders, permanent secretaries, ministers, and public figures. Qualified with a High Performance Leadership Diploma from the Saïd Business School, University of Oxford, Adam's previous roles have included Senior EMEA Producer for Bloomberg Television, Head of Digital at BFBS and Head of Digital Communications for HM Treasury.

JUNE MACMAHON

HEAD OF BFBS ACADEMY

June is an experienced leader within education and qualified with a Masters in Education Leadership.

Having worked for many years with adult learners, June has a people-focused approach and considerable experience in communications and media course development and delivery. June also regularly delivers capacity building 'Train the Trainer' workshops, to create self-sustaining teams for the future.



MEET THE TEAM

GARETH HEWARD-TELLING

DIGITAL SKILLS TRAINER & ACCOUNT MANAGER



Gareth has over 10 years' experience working in local government and the charity sector, providing expertise in course development and delivery.

Since joining BFBS Academy, Gareth has worked with a wide range of clients, creating and delivering numerous courses, including smartphone filming, social media content creation and platform specific social media training.

JO SLADE

CREATIVE TEAM CO-ORDINATOR

Jo is an experienced training co-ordinator, working to support the short course training delivery team.

Jo works with internal and external stakeholders at all levels to ensure a seamless client experience.



KAREN PATTERSON

BUSINESS & BID MANAGER



Karen has extensive experience in account management, sales development and tender writing.

She manages all the procurement framework agreements through which you can procure our services and leads on our social value proposition. Karen works closely with our clients, the BFBS account team and trainers to create proposals which achieve your training objectives.



SECURITY

All of our trainers are either SC or DV cleared, which means that our training courses can be delivered to the highest levels of classification, without restraint.



We hold Cyber Essentials Plus certification, as well as ISO 27001, ISO 14001 and ISO 9001 accreditations.

BFBS is a Mindful Employer and a signatory to the Charter for Employers Positive About Mental Health, as well as an Armed Forces Covenant signatory.

We have been awarded a Gold Award under the Defence Employer Recognition Scheme (ERS) and we are a participating company of the UN Global Compact.





ACCREDITATIONS

Our courses cover high-calibre vocational training in strategic communications, digital content production, crisis communications and media handling.

We deliver courses which are flexible and agile in their content, many of which are accredited.

We're proud to say that BFBS Academy has been regularly recognised and nominated for industry awards.



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