



MELANTRA ACADEMY LONDON

Global Media Workshops: Live from London

A proposal for training workshops designed to empower students to become communication professionals with a global outlook from Melantra Academy London

Proposal for conducting FOUR Workshops that will cover:

- Global PR
- Global Corporate Communications
- Global Content Creation
- Global News and Television

Melantra Academy London



**COPYRIGHT OF MELANTRA
ACADEMY LONDON, PLEASE DO NOT
DISTRIBUTE**

01

Opening & Icebreaker



MELANTRA ACADEMY LONDON



The Team



Matt Eastley
Senior Trainer

Matt Eastley is a writer, journalist, broadcaster and a former Head of Communications at the BBC, where he worked with many top names, including Sir David Attenborough. He is the author of 15 books, including several autobiographies of senior industrial figures, a highly respected corporate communications consultant who does football commentating for the BBC. He's worked as a senior PR and Corporate Communications professional and consultant in London with Transport for London and Royal Mail.



Rahul Joglekar
Senior Trainer

Rahul is an ex-BBC journalist and has been a presenter, producer and TV reporter. He set up Melantra Media and Training in 2019 and has worked with companies, including the BBC, Anglo American and Citibank in senior communications roles. As a trainer, he works with senior leaders to help them deliver impactful messages and PR teams to help them master impactful communications and writing. He has also taught at British universities and produces a podcast about good communication with Matt.



Global PR Workshop

- Equip students with global expertise by those who are working in the profession in the UK with global companies
- Bring an awareness of global standards to the classroom
- Be your guides as you take the next step of your career: the world of work or higher studies

Format: Interactive Q&A between Matt & Rahul. We would also encourage students to participate enthusiastically.



Q: What comes to mind when you hear ‘Public Relations’?”





Official CIPR definition:

Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

Source: cipr.co.uk





What words come to
your mind when you
see these brand
logos?

Write down three
words

02

Foundations of good PR



MELANTRA ACADEMY LONDON



Q: Can you talk about PR in a bit more detail:

PR goes beyond press releases and media coverage. It involves:

- **Crafting compelling narratives** that reflect an organisation's values and goals
- **Managing reputation** through consistent messaging and transparency
- **Engaging stakeholders** via media, events, social platforms, and direct communication
- **Navigating crises** with speed, clarity, and credibility

In today's digital-first world, PR is no longer confined to traditional media. It now includes influencer relations, thought leadership, internal communications, and AI-driven storytelling

What is the role of PR?

● Role of PR in organisations

PR is the connective tissue between an organisation and its audiences. It helps:

- **Build trust and credibility** with stakeholders
- **Enhance brand visibility** through earned media and strategic storytelling
- **Support internal culture** by aligning employees with the organisation's mission
- **Manage change and crises** with clear, empathetic communication

● Role of PR in brands

For brands, PR is about creating emotional resonance:

- **Positioning** the brand in a crowded marketplace
- **Amplifying campaigns** through media coverage and influencer partnerships
- **Protecting brand reputation** during controversies or missteps
- **Humanising** the brand by showcasing values, purpose, and social impact

● Role of PR in Society

Role of PR in Society

PR also plays a broader societal role:

- **Shaping public discourse** on issues like sustainability, diversity, and ethics
- **Holding institutions accountable** through transparency and dialogue
- **Empowering communities** by giving voice to underrepresented groups
- **Fostering civic engagement** through campaigns that inform and inspire action

PR Stock in Trade

01 Press release

A press release is a short, official statement shared with the media to announce something newsworthy

02 Media relations

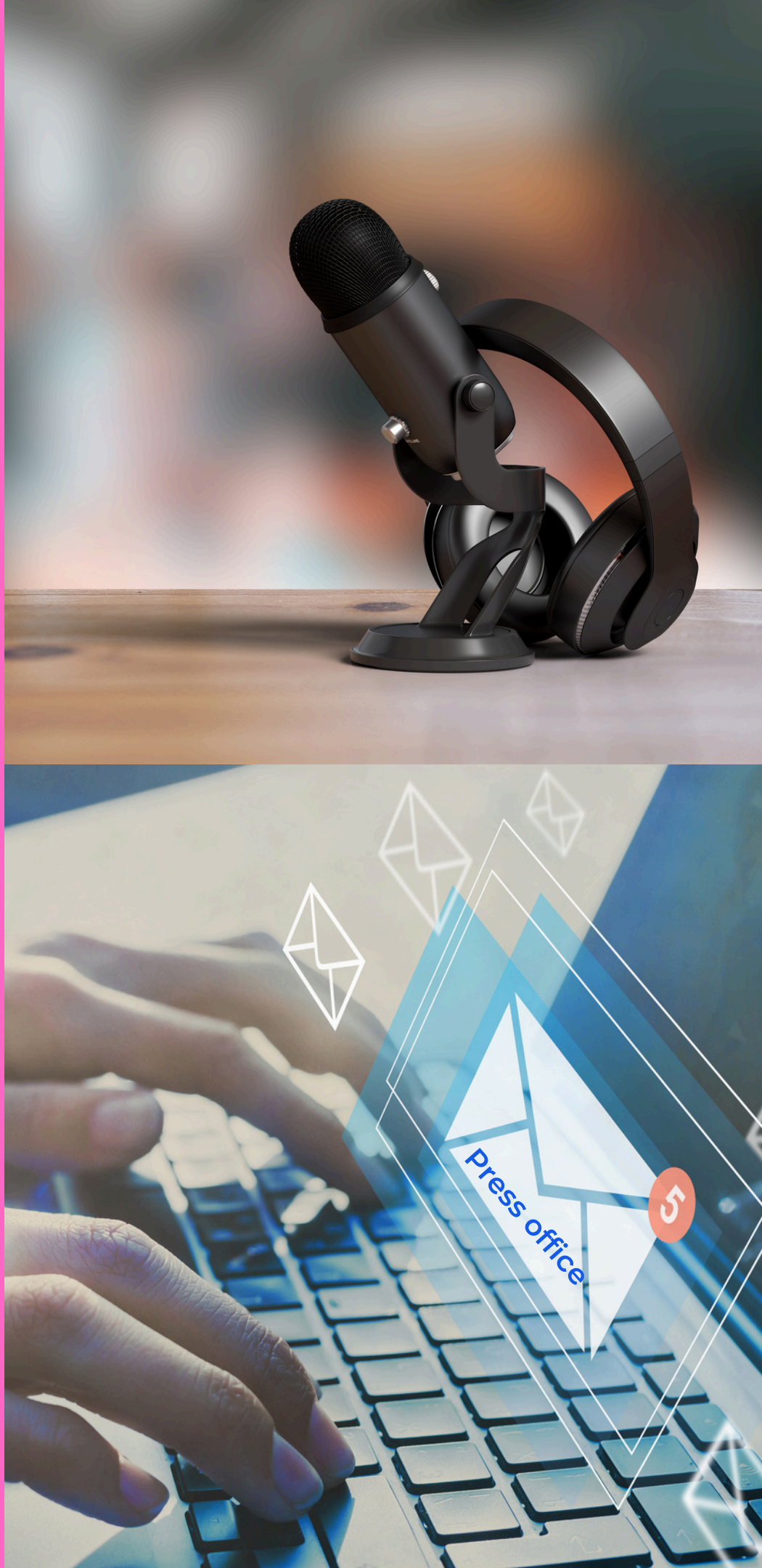
Media relations is the practice of building and managing relationships between an organization and the media—journalists, editors, producers, bloggers, and influencers.

03 Events

In Public Relations, events are powerful tools for storytelling, engagement, and reputation building. They create memorable experiences that connect audiences with a brand or cause in real time.

04 Digital

Media pitching, influencer collaborations, Thought Leadership on LinkedIn & Medium, SEO-Driven Content Outreach and podcasts etc.



A mini campaign



<https://www.youtube.com/watch?v=6xRjmU4Xi38&t=122s>

What did you like about the story

What didn't work?

What would you have done differently?

Matt: Personal experience

What is it like to work in a busy press office?

Rahul: Personal experience

What is it like to deal with PRs in India as a journalist?



03

Media relations top tips: How to pitch to and work with journalists



MELANTRA ACADEMY LONDON



Tip # 1: Think like a journalist

If you don't think like a journalist, you won't connect with them.

PR is not about fluff. It's not about spin.

It is about trust, accuracy, truth and adding value.





Tip # 2: Give journalists what they want

Journalists are busy - they're chasing deadlines, they're checking facts, interviewing people for stories.

They are not interested in:

Fluff

Statistics

Uncertainty

Best story buried in a press release

What they do want:

Facts instead of fluff

Stories instead of statistics

Clarity instead of uncertainty

Best story immediately understandable



Tip # 3: Collaborate with journalists

- Believe in what you are pitching
- Believe in the story
- Ask yourself - is this an interesting story?
- If the answer is no then don't pitch it.
- Why should the audience care?
- Curiosity - ask questions to stakeholders, get to the heart of the issue
- Bin the jargon: organisations have their own internal way of speaking
- Work as colleagues





Tip # 4: How to write a good press release?

Strong headline and intro

Hook them and grab their attention

Force them to read on

You have ONE chance - don't waste it

Dive straight in and don't bury the headline

Always remember: share the news first, context later

Write like a human being for a human being not a corporate robot



Good and bad headlines for a press release



Good examples

- “NASA Selects Middle School Student to Name New Mars Rover”(Human interest + institutional credibility + clear story)
- “Apple Unveils iPhone with Built-In AI Assistant for Creators”(Product + innovation + audience relevance)
- “GreenGear Launches Biodegradable Phone Case for Earth Day Shoppers”(Timely + eco angle + target audience)
- “BlueWave Reports 35% Revenue Growth in Q2”(Hard numbers = instant credibility)
- “Global Health Summit to Feature Nobel Laureates and Industry Leaders”(Event + prestige + who’s involved)



Could do with improvement

- “TechNova Unveils Groundbreaking Innovation to Revolutionize the Future”(Buzzword soup—what’s the product? What’s the news?)
- “Company Announces New Initiative”(Too vague—what initiative? Why should we care?)
- “BIG NEWS!!! You Don’t Want to Miss This!”(Unprofessional tone + no substance)
- “A Night of Innovation and Networking Awaits”(No date, no location, no hook—just fluff)
- “Printer Company Declares Itself a Key Enabler of Innovation”(Overreach + lack of credibility + unclear value)



A mini campaign



<https://www.youtube.com/watch?v=9-QJADqKyCQ>

What did you like about the story

What didn't work?

What would you have done differently?



Scenarios

Write a press release:



01

Cola brand

A soft drink brand has done some market research and found that fruity flavours are very trendy. It is launching a new strawberry-flavoured drink. How would you write a press release?



02

Electrical vehicle

You are working in the PR team of a well-known car company which is launching its latest electric vehicle. It has been dismissed in the press as being too expensive. What would you write in the press release?



03

Water charity accused of embezzlement

A well-known NGO has been criticised because the government suspects it has not complied with some regulatory policies. You work in the PR team - the CEO wants to send a statement to the papers. What would you do?

04

Influencer case study

You work in the PR team of a company that has launched a low-calorie snack. What kind of influencer/s would you hire, why and can you name top 4-5 influencers on your list?



Team Presentations



Appendix: Extra content



Crisis PR

Crisis Public Relations is the strategic practice of managing an organization's communication during and after a disruptive or potentially damaging event. Its goal is to protect reputation, maintain stakeholder trust, and ensure transparency while navigating uncertainty.

● Preparation and Planning

- Develop a crisis communication plan in advance
- Identify potential risk scenarios and response teams
- Train spokespeople and prepare holding statements

● Transparency and Accountability

- Take ownership when appropriate; no deflecting blame
- Show empathy and communicate action that is being taken
- Align messaging across media, social platforms, and internal channels

● Speed with Accuracy

- Respond quickly to acknowledge the issue
- Share only verified facts—avoid speculation
- Timing is key: early silence can be more damaging than a misstep

● Recovery and Reflection

- Monitor media and public response continuously
- Debrief post-crisis to identify lessons and improve protocols
- Repair trust through consistent action and open dialogue





Influencer PR at a Glance

Definition

Strategic collaboration with influencers to build trust and earned visibility

Focus

Long-term relationships, alignment with brand values, storytelling

Differs From

Influencer marketing, which prioritises paid promotion & short-term sales

Why It Works

Influencers are trusted, relatable, and drive organic audience engagement

Q&A



MELANTRA ACADEMY LONDON

