

HOOKS AND LEADS

2026

Professional-led PR Communication Courses and Coaching

Short and sharply focused sessions
for practitioners who seek to excel

Media | Presentations | Impact | Crisis | Leadership



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Why Do a Hooks and Leads Course?

- 1** We never take courses off the shelf - every session is **hand built**
- 2** All our coaches have **direct and professional experience** relevant to our courses - and learning is always contextualised
- 3** We provide, as part of our service, a follow-up **one-to-one session for every delegate post training**
- 4** Every course is costed according to your **specific needs** – and a discount is provided for repeat business

JUST IN

Tailored with You in Mind

Individual or group

From individual coaching to teams of people

At the right level

Bespoke courses for everyone from beginners to seasoned professionals

In person or online

At your location, online or we can come to you

Flexible dates

You choose the dates for your courses

Special requests

We can come to you, you come to us OR we create a broadcast media day with our studio training partner Heavy Entertainment in central London

The Courses That We Offer

Media Training

.....
2026 news trends, a nose for news, creating, framing and writing a story, selling-in, op eds, features, handling media questions, media interaction including print, radio and live TV

Presentation Coaching

.....
Preparing a talk, openings, structure, closing effectively, anticipating questions, slide production

Personal Impact

.....
Understand yourself and your audience, non-verbal communication, developing confidence, and the art of persuasion

Crisis Readiness

.....
Stakeholder mapping, assessing risk, preparing for a crisis, situational management, post crisis management, coaching, and simulations

Learning to Lead

.....
Organisational listening, setting the direction of travel, reinforcing values and championing purpose, providing and rewarding consistent behaviours

Media Relations

The way that news is reported in 2026 has changed.

But why stories are covered hasn't.

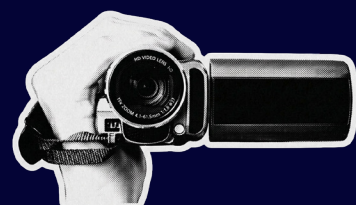
Yet, landing a story with the media requires considerable skill.

The story must be in the right format.

It needs the right support material for the right journalist.

Timing matters. And sometimes you may need more than one go.

Let Hooks and Leads guide you through handling media relations for your organisation.



5 Media Relations Topics Our Training Covers:

What is news?

Dramatic stories about people, and the consequences - learn how to shape effective stories

Analysing media outlets

They all want stories - we need to tell them in different ways

Why releases fail

Poorly written, too promotional, overly long - learn how to avoid these errors

Balancing corporate and media needs

Organisations need to control their message - the media needs news - we'll guide you on finding the balance

Headlines and intros

Headlines are the Hooks for the reader. Intros Lead you through the story - both require artistry



Presentation Coaching

When you stand up in front of an audience you will be nervous.

Explaining the purpose of your talk will require a calm and confident manner.

Finding fluency and persuading an audience is not an easy task.

But the good news is that no-one is born with all of these skills.

They need to be learnt and practiced.

Hooks and Leads can be your guide.



5 Essential Presentation Skills You Will Learn:

Preparation

Barack Obama, Winston Churchill and Jacinda Ardern – they all made the prepared feel spontaneous

Connection

Establish your expertise, provide a crystal-clear structure and develop an emotional connection

Opening

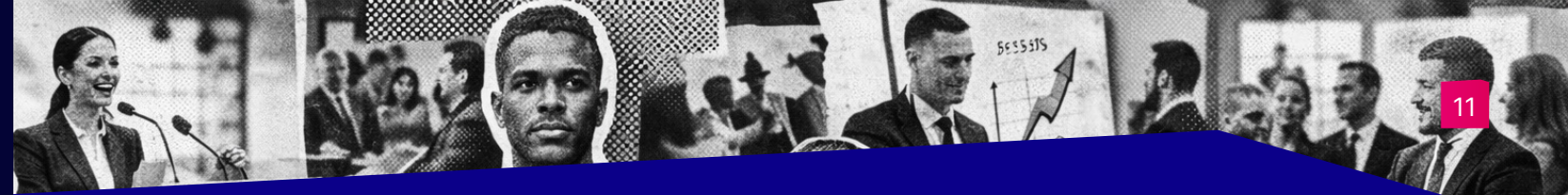
Provide relevant signposting, explain why your audience should listen and what they will learn

Core theme

Focus on simplicity, clarity and memorability

Closure

Remind the audience what they have learned and invite them to consider further action



Personal Impact

Knowing what to say.

Presenting your points.

Keeping to time.

These all matter.

But to excel you need to:

- Watch and listen to your audience carefully
- Be aware what your body language says about you
- Provide both a sense of authenticity and authority

These skills are regularly overlooked. Often made worse by over-scripting and losing the audiences' attention.

Take your personal impact to the next level with a Hooks and Leads coaching session.



Five **Impact** Tips:

Know your audience

Always carefully assess the audience you are talking to

Authenticity

Do not act, be yourself, and avoid over confidence

Non-verbal communication

Be aware of how your body reinforces or contradicts the points you make

Persuasive steps

Be aware persuasion occurs in different ways – some make quick decisions – others want carefully laid out arguments

Watch and adapt

Watch how your audience reacts to your points – adapt and reinforce as necessary

Crisis Readiness

Pre-prepared crisis plans used to be the staple diet of organisations seeking to manage known risks.

In today's digital world crises can arise more quickly, involve complex issues, spill over from other organisations and require long-term repair strategies.

Planning to handle crisis now involves a wider variety of tasks from close monitoring of stakeholders through to establishing a corporate system of thinking.

Crisis plans are increasingly seen as guides, as the emphasis has shifted to matching the approach to the situation in hand.

Today, some crises have a long shelf life, as the shadows of past events linger.

To gain an understanding of contemporary thinking, fix a session with our Hooks and Leads professionals, who regularly present at leading crisis conferences across the world.

Five Crisis Perspectives:

Stakeholder analysis

Detailed maps of stakeholders and their attitudes and opinions are needed ahead of any crisis

Preparation

Active risk assessments are an on-going requirement - as an agreed systems of crisis management thinking

Situational assessment

Responses to crises need to be viewed through a situational analysis to ensure actions are appropriate

Message engagement

Crisis plans aid rather than govern responses - and flexibility will always be required to ensure the right tone, content and timing of message delivery

Long-term Management

Repair strategies are not short-term affairs and can linger long after an initial crisis



Learning to Lead

Leading is no longer the preserve of a few.

Many organisations look toward individuals at many different levels to take on leadership roles. Sometimes these roles are informal.

However, there are some core skills that are necessary to take on leadership roles.

People are not born with the skills, they need to learn them.

Areas such as listening skills, authenticity, promoting a purpose and values, and reinforcing behaviours are a few that stand out.

Let Hooks and Leads' coaches share with you the core leadership skills that are essential to success.



Five Leadership Tips:

Listening

Leadership is required at multiple levels in any organisations. Listening is required at every level.

Direction of travel

Often the most cited skill looked for in leadership is the ability provide an organisation with a direction of travel

Reinforcement

Critical to leadership is the need to reinforce the purpose and values of an organisation. Finding multiple ways to communicate these is vital.

Consistency

Be prepared to endorse and reward those who deliver consistent messages.

Personal style

Recognise that authentic leadership is held in high esteem.

Our Coaches



JUST IN

Kevin

A highly experienced communications industry leader, with 30+ years' senior consultancy and coaching experience. Kevin is an expert in working with C-suite teams to tackle complex brand and organisational challenges. He specialises in enhancing the persuasive skills of senior executives, and also leads the MA course on Persuasive Communication at City St George's, University of London.



JUST IN

Bri

A global expert in crisis communications, helping clients prepare for crises through simulation training, tailored guidelines and strategic frameworks, Bri recently led a major simulation at the ICRC in Atlanta, and spoke at ICREA 25 on how surgeons handle crises in operating theatres.



JUST IN

Howard

An ex-national journalist with three decades' award-winning PR experience - Cannes Lions, PR Week Campaign of the Year, SABREs EMEA Consumer Campaign of the Year - Howard has trained global brands, start-ups, MPs and celebs plus scores of agency teams and press offices across all aspects of media relations.



JUST IN

Nina

A psychologist with over 10 years' experience, Nina provides individual consultations and training for professionals from various fields, focussing on communication skills and stress management. She has experience conducting interviews using the NICHD protocol, is a certified trainer (ToT) and is currently training in Gestalt therapy.

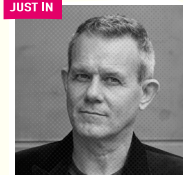


JUST IN

Charlie

The consummate client adviser and media handler, Charlie is calm, meticulous and results-focused, while highly adept in the areas of media relations, issues management and crisis communications. His focuses also include delivering exceptional client management, regularly providing strategic counsel to senior management on major business issues.

Associates



JUST IN

Kenny

The Editor of UK No.1 newspaper Metro for 13 years, Kenny has extensive experience across national media. He can help you ask the right questions, deal with tricky reporters and give journalists something they want to write about.



JUST IN

Dr Lakelyn

A postdoctoral research scholar at the University of Vermont, Dr Lakelyn's research is focused on risk and crisis communication, specifically in the context of natural disasters. Her current project analyses flood warning communication in local communities, and she also conducts research in instructional communication, religious communication and ethics.

Coaches for the Courses

Media Training	Host: Howard	Coach: Kevin/Charlie	By request: Kenny
.....
Presentation Coaching	Host: Kevin	Coach: Nina	
.....
Personal Impact	Host: Nina	Coach: Kevin	
.....
Crisis Readiness	Host: Bri	Coach: Kevin	By request: Lakelyn
.....
Learning to Lead	Host: Kevin	Coach: Bri	

Combining Modules

All of our modules can be delivered in half or full day modules.

A 2-3 hour cut-down session is also available.

However, the module on personal impact, led by our trained psychologist Nina, is often combined with the media training or presentation coaching session.

Other combinations will be considered.



JUST IN

Clients the Team Has Worked With

Panasonic

 **Monarch**

Stannah

BTA BUSINESS TRAVEL ASSOCIATION

 **AIR NAVIGATION SOLUTIONS**

 **WARNER BROS. DISCOVERY**

ITP
AERO 

Heist

Public Relations & Communications Association
PRCA
The Power of Communication

Coca-Cola

Wickes


Morrisons


DogsTrust

vue



 **THAMES VALLEY POLICE**

Disney
XD


ALDI

Tell Us What You Need

Let us know what you have in mind

Individual or group

At which level

In person or online

Flexible dates

Special requests

Send us a message or give us a call to confirm your brief

We'll provide a personalised response in 2 working days



Our Promise

Every course we provide is **tailored**.

Our coaches know the media, write and rehearse speeches, possess hands-on crisis experience and work closely with leaders across the world.

Best practice will be shared in every area.

Contacts

Howard

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Howard@hooksandleads.com

+44 (0) 7720 839 852

Kevin

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Kevin@hooksandleads.com

+44 (0) 7771 885 902



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