

PLMR

communications + impact

Media Coaching with PLMR Genesis

PLMR's media coaches will ensure you are fully prepared to deliver a confident performance, from public speaking and boardroom presentations to the most challenging media engagements.

Coached by local PR professionals with national media experience, our bespoke programme supports you with:

Print, digital and broadcast media interviews

Internal and external presentations, Q&A and stakeholder conversations

Public speaking at conferences and events

Filmed content for websites, social media and digital campaigns

Podcast appearances

Networking skills to stand out from competitors

plmr.co.uk



What we cover

1 Media Engagement Skills

Learn how journalists think and frame stories, helping you land key messages and stay in control during challenging interviews.

2 Presentation Techniques

Master gravitas, posture, tone, and effective language to convey clear messaging.

3 Practical Application

Learn through doing with mock interviews that put your skills to the test, practising real media scenarios on camera and receiving expert feedback to refine your technique.



Meet PLMR Genesis' Media Coaching Team

Tim Miller

MANAGING DIRECTOR

Tim is a communications specialist with expertise in media relations, interview preparation and issue management, briefing clients for regional print and broadcast media including BBC Look East, BBC Radio Suffolk and the EADT.



Chloe Shelcott

SENIOR ACCOUNT DIRECTOR

Chloe has over 12 years' experience securing high-profile media interviews across education, care, leisure and retail. She specialises in reputation and issue management, supporting leaders through challenging interviews and directing video content to deliver clear key messages.



Deborah Burley

ACCOUNT DIRECTOR

Deborah worked in broadcast TV where she spent ten years working on Emmy Award-winning and BAFTA-nominated shows, before moving into marketing and communications. She has worked with the BBC, ITV and Channel 4, understanding how the media approaches and shapes stories.



Leon Emirali

SENIOR POLITICAL COUNSELLOR & MEDIA COACH

Leon was a senior political aide to former Secretary of State Steve Barclay and a media consultant to Prime Minister Theresa May. Leon is a highly sought-after media commentator, regularly appearing on the BBC and Sky News.



Hear from PLMR's Media Trainees

"PLMR's media training was some of the best training I've ever done!"

Lucy Spencer, Director of eTeach



"Leon is a media expert. He has helped me navigate the media landscape expertly and deliver my messages with precision and resonance."

**Dr Andy Palmer CMG,
Former CEO of Aston
Martin**



About PLMR Genesis

PLMR Genesis is PLMR's East of England team. Based in Ipswich, with over 25 years' experience delivering strategic communications, we use deep local knowledge and strong regional relationships to secure impactful coverage and influence.

We pride ourselves on delivery, responsiveness and creativity, working in close partnership with our clients and acting as a trusted extension of their teams.

Our Media Expertise

Every week, our clients appear across regional and national media – from the UK's most watched TV news programmes and most-listened-to radio outlets to its best-read newspapers, leading conversations and debate on the most pressing global and national issues.

From executing proactive PR campaigns to handling the most sensitive briefs, our team secures coverage that makes a lasting impact and supports our clients' ambitions and business growth.

Beyond the Media: Skills that last

We understand that strong communication skills matter far beyond interviews. Our bespoke communications and media training is designed around your business and your people, equipping you with the skills to handle media appearances confidently while also strengthening your presence in everyday professional settings.

Whether speaking to journalists, engaging stakeholders or attending networking events across the East of England, our training ensures you communicate with confidence, clarity and credibility so that you and your business stand out long after the conversation ends.

Please email hello@genesispr.co.uk to find out how our coaching team can help you prepare for and deliver a confident performance.