

Media Coaching with PLMR Midlands

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 regional 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



What we cover

1 News theory

Discover the key ingredients needed to make a news story – from identifying news to the key components of making a story.

2 Media Engagement Skills

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

3 Presentation Techniques

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

4 Practical Application

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



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

Lucy Spencer
Director, 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, Aston Martin



"The session gave us a fresh perspective on how to approach challenging situations in daily business life, and how to get across our key points."

Robert Lawton
Director, Lawton Tubes

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Meet PLMR Midlands' Media Coaching Team

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.



Rob Milne

ASSOCIATE DIRECTOR

Rob has over a decade of experience delivering news-led PR, media relations and strategic communications for organisations in a wide range of sectors spanning economic development, regeneration, property, construction, sport, events and hospitality.

Rob is a trained journalist and understands the challenging questions that may be asked by media. He has trained individuals on how to manage media interviews across local, regional and national titles.



Adam Manning

ACCOUNT DIRECTOR

Adam has over 15 years' experience in the PR industry, including five years as a press officer for a major UK retailer, before joining PLMR in 2016.

In addition to providing strategic advice for broadcast appearances across local and national media, Adam manages reactive media issues to a variety of businesses in tourism, hospitality, education, manufacturing and sport & event industries.



About PLMR Midlands

PLMR Midlands operates across Birmingham, Coventry and beyond 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 country 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 Midlands@PLMR.co.uk to find out how our coaching team can help you prepare for and deliver a confident performance.