Welcome to our corporate training directory.

This short guide provides insight into our work, our approach and our values.

You might wonder why a corporate Foundation focused on international philanthropy provides strategic training solutions for companies and governmental organisations.

Our answer is simple: professionals are increasingly in need of sharp tools to better present their message; we are uniquely placed to address those needs; and we can ensure our philanthropic initiatives remain sustainable by offering our know-how to organisations like yours. It just makes sense.

All proceeds from our corporate training are reinvested in the Thomson Reuters Foundation’s core programmes that promote socio-economic progress and the rule of law worldwide. Therefore, by choosing us, not only are you ensuring you are getting state-of-the-art training from the best professionals in the market, you are also contributing to several high impact philanthropic initiatives. It’s a win-win.

Each year, we go from strength to strength, expanding our offering and reach, delivering impact across the globe. Several international organisations have already seen the potential of our offering. Among them: Visa, Roche Pharmaceutical, UNICEF and the World Bank. In 2016 alone, we held courses in Paris, Moscow, Dubai, Sydney, Hong Kong, Boston, and many other cities. All our courses are designed to make an immediate impact thanks to a highly interactive approach and the instant feedback provided by peer participants and instructors. We offer courses worldwide and in many languages with bespoke training solutions on demand. You will find more detailed information in the pages to come.

You can place your trust in our name and long-standing reputation, and be safe in the knowledge that the training received is continuously being designed and deployed to thousands of professionals.

Thomson Reuters Foundation is best placed to prepare individuals, organisations and government entities for changes in the media and communications landscape. We leverage Thomson Reuters skills to run programmes that inform, connect and ultimately empower people worldwide.

You can place your trust in us and be safe in the knowledge that the training received is continuously being designed and deployed to thousands of professionals.

All proceeds from our training activities are redeployed philanthropically to promote socio-economic progress and the rule of law across the world.
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WHO WE ARE

Drawing on the values, expertise and global footprint of Thomson Reuters, the world’s largest provider of news and information, we bring training solutions to companies, governments and organisations worldwide.

We offer scheduled public courses, in-company workshops, off the shelf, tailored and client bespoke interventions. All our subject matter experts and trainers have decades of experience in communications, media and journalism.
We know not everyone is the same and people learn in different ways. We also appreciate that people are at different stages of their careers, responsibilities and competencies vary according to position and organisation. This is why we accommodate tailored and bespoke learning solutions as we recognise it is important to create the right training for the intended audience and in the right format, be that face-to-face, eLearning, bite-sized or blended solutions. In addition, we are used to creating training content to suit three distinct learning groups:

**Introductory**
A basic level for people who are new to a role, have limited subject knowledge or simply need a refresher.

**Intermediate**
Aimed at practitioners and managers looking to deepen their experience.

**Advanced**
Designed for those with high levels of responsibility, experience or knowledge.

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Our learning principles
Thomson Reuters Foundation combines experiences, such as projects and business challenges, with formal learning. Quite often the most impactful learning is experiential and learning journeys happen through a series of shorter activities that can be applied and put into practice immediately. These include self-study, peer learning, formal learning and sharing personal experience. We learn by doing and we learn from others and that’s why we promote a number of approaches, including face-to-face, virtual classrooms, flipped classrooms, videos and discussions. These tools give you the opportunity to learn with your peers and enhance the learning experience.

Our learning principles
OUR APPROACH

Our consultation process

It’s good to talk! Opening dialogue with us is the first part of the process and we will support you all the way. From day one, our group of account managers will discuss with you at high level what your requirements are.

From here they will advise you of your options, be that consultancy, capability assessments or off-the-shelf, tailored or bespoke solutions.

We will work closely with you to explore the business objectives and examine individual and team development needs.

Our engagement process is as simple as A….B….C

- **ANALYSE**
  - We analyse your current situation and environment through consultation, site visits, interviews and assessments.
  - This helps us build an understanding of the requirements and needs.

- **BUILD**
  - From here we create a bespoke set of learning interventions which meet your needs.

- **CREATE**
  - We draw from our expert faculty, world renowned subject matter experts and trainers to deliver solutions.

- **DELIVER**
  - Impact is at the heart of our training so we evaluate it on the people and the business.

- **EVALUATE**
  - Our consultation process

REUTERS/ Thomas Peter
**OUR APPROACH**

Getting the most from your learning

We know that the best learning makes tangible improvements to individuals and organisations. That’s why, from the design of our courses to the choice of trainers and the delegate support afterwards, we constantly focus on delivering results.

This means that everything we do is about helping you make measurable improvements at work.

**How do we measure results?**

We have a robust evaluation system to maximise the benefit of every delegate who attends a course with us. The system evaluates training following Donald Kirkpatrick’s evaluation model.

**Our evaluation process**

All of our learning solutions are focused on maximising the engagement and development of the learner. The design and quality of the interventions are paramount; everything we do focuses on driving a positive behavioural change.

**LEVEL 1** REACTION - To what degree participants react favourably to the learning event.

**LEVEL 2** LEARNING - To what degree participants acquire the intended knowledge, skills and attitudes based on their participation in the learning event.

**LEVEL 3** BEHAVIOUR - To what degree participants apply what they learned during training when they are back on the job.

**LEVEL 4** RESULTS - To what degree targeted outcomes occur, as a result of learning event(s) and subsequent reinforcements.

Pre-course questionnaire given to delegates two weeks before the course to record areas of need and level of expertise.

Post course questionnaire deployed at the end of the course to evaluate the learning.

Approximately 8 weeks after the course, scheduled dialogue to review progress and assess impact of learning and action plans.

Attend workshop, virtual classroom, webinar or blended learning solution.

Apply learning to personal or work based projects and challenges.
OUR CLIENTS

Over the years we have helped a vast number of the world’s well known brands, institutions, and governments.

These organisations have repeatedly trusted Thomson Reuters Foundation to help them improve the skills and adapt to the changing needs of their individuals, departments, and key stakeholders.

We see and treat each and every client as a partner.

OUR REACH

Our training hubs span five continents and our facilities enable us to meet the geographical needs and languages of many organisations.

PRIME LOCATIONS

In 2016 we trained 3,500 people in communications, media and journalism worldwide.

Training Hubs

- BANGALORE
- BARCELONA
- BEIRUT
- BOSTON
- BUENOS AIRES
- CARROLTON
- CAIRO
- CHICAGO
- DUBAI
- EAGAN
- EXETER
- GENEVA
- HONG KONG
- JOHANNESBURG
- LONDON
- MANILA
- NEW YORK
- PARIS
- SAN FRANCISCO
- SINGAPORE
- ST LOUIS
- SYDNEY
- ZURICH
CORPORATE TRAINING SOLUTIONS

Renowned for Communications, Media & Journalism training, we deliver inspirational learning that positively changes behaviours and drives improved individual and organisational performance. Our unique insight, strategic partnerships and access to a comprehensive network of subject-matter experts ensures every solution is developed with real-time, top-class content. If you’re looking for a one-off course or a complex, bespoke ongoing programme we’ll use our experience and resources to meet your requirements.
Our pool of trainers, associates and subject matter experts are always on hand to work with you, from needs analysis or capability audits to curriculum architecture and design of bespoke programmes. Their work doesn't end when the learning starts, they can work with you to review the programme, provide feedback and measure progress and ROI.

E-Learning is an enabling platform capable of transferring relevant and high-quality learning content that can improve the delegate’s experience, engagement and achievement. It has the potential to transform the way individual and organisational learning takes place. Modules are typically anything from 15 - 30 minutes. If eLearning is right for you, we will incorporate it into the solution.

By reversing the traditional learning environment, flipped classrooms are used to provide a learner centric environment where more time is spent outside the training environment reviewing e-Learning, videos, and conducting research and exercises. This will allow more time to be spent face-to-face, during group discussion, problem solving and deep-diving the subject area. A trainer’s interaction with delegates in a flipped classroom is more personalised.

Learning where the workshop is divided across face-to-face and/or e-Learning or web-based interactions. This hybrid approach is extremely flexible as the learning can vary in weighting between traditional classroom environments and online equivalents.

These are shorter variants of eLearning modules which typically range from 5 - 15 minutes. Smartphones and tablets have increased the popularity and rapid acceleration of this method which is proving to be an extremely flexible, accessible and cost-effective addition to any learning programme.

Coaching and mentoring are processes which enable both individual and corporate clients to achieve their full potential. Coaching draws out the skills, resources, and creativity that exist within delegates to overcome their most difficult professional challenges. Mentoring goes beyond these areas to include elements, such as work/life balance, self-confidence, self-perception.
We work with clients from both the public and private sectors and across a variety of industries. We cater for public workshops and work with organisations to design and engineer learning solutions with bespoke content. Below is a list of topical areas. Highlighted are our most popular workshops. All the workshops listed can be developed at introductory, intermediate and advanced level. Duration can vary from one to five days including a bootcamp option that encompasses a selection of courses.

## TAILORED PROGRAMMES

### WORKSHOPS

**NOTE: Workshop sizes are typically 12 delegates (max); specialised workshops capped at 8 (max) * Our training is also available in: French, Italian, Spanish, Hindi and Arabic**

### COMMUNICATIONS
- Introduction to communications
- Communications skills for managers
- Cross cultural communication
- Crucial conversations
- Customer service communications skills
- **Effective communications**
- Speech writing & public speaking
- Sales facilitation & presentation skills

### STRATEGIC COMMUNICATIONS
- Introduction to strategy and planning campaigns
- Creating strategy & communications
- Planning & managing campaigns
- Key negotiating skills
- Introduction to marketing communications
- Marketing communications
- Corporate communication skills
- Effective communication skills for influencers
- Communicating change
- Business relationship management
- Telesales communications
- Measuring & evaluating
- Content & SEO
- Press release writing

### PRESENTATION
- Public speaking*
- Powerful presentations
- **The presentation toolkit**
- Advanced professional presentations
- Presentation masterclass
- Proposals & bids
- Pitching for business
- Presenting & pitching
- Presenting with impact *
- Storytelling

### SPECIALIST AREAS
- Slavery and human trafficking
- Climate change
- Sustainable development
- Women’s rights
- Land rights
- Resilience
- Elections
- Oil and gas reporting
- Illicit financial flows

### MEDIA & JOURNALISM
- Introduction to media awareness
- On camera interview training
- **Media training**
- Advanced media skills
- Media bootcamp
- Running successful press campaigns
- Crisis media training
- Crisis management
- Effective media relations
- Media training for NGOs
- Media training for politicians
- Media & blogger relations
- Multimedia for journalists
- Interactive digital media relations
- **Social media strategy**
- Google analytics
- Communications and SEO
- Video content creation for the web
- Effective e-marketing
- Email marketing
- Advanced email marketing
- Managing marketing communications
- Investigative reporting
- Editorial judgment
- Online journalism & social networking
- Television news
- Advanced financial & economic reporting
- Corporate governance reporting
- Reporting crises & disasters
- Court reporting
- Advanced reporting business news in the digital age
- Social media & digital journalism
- Financial reporting
- Mobile journalism
- Speaking professionally

### WRITING
- Essential writing & grammar skills
- Business case writing
- Writing to customers
- Writing presentations & speeches
- Creative writing skills
- Writing for online audiences
- Effective business writing
- Professional report writing
- Proposal writing
- How to write the perfect brochure
- Essential writing & grammar skills
- Business case writing
- Writing to customers
- Writing presentations & speeches
- Creative writing skills
- Writing for online audiences
- Effective business writing
- Professional report writing
- Proposal writing
- How to write the perfect brochure
- Blogging & communities
- Advanced writing financial and business news
- **Effective writing skills**
- Advanced digital writing skills
- Editing & proofreading
- Public relations - press releases and ghost writing
- Writing & delivering presentations
- Writing newsletters & internal communications
- Writing tenders and bids
- Emailing for business

### COPYWRITING
- Introduction to copywriting
- Effective proofreading
- Principles of great copywriting
- Advanced copywriting
- Copywriting masterclass
- Writing for the web

### DIGITAL AND MARKETING
- Digital media relations
- **Social media strategy**
- Google analytics
- Communications and SEO
- Video content creation for the web
- Effective e-marketing
- Email marketing
- Advanced email marketing
- Managing marketing communications
- Strategic marketing masterclass
- Online reputation management
- Essentials of facebook, linked in & twitter
- Managing the risks of social networks
- Social media marketing
- B2B direct & digital marketing
- Blogging & communities
- Advanced reporting business news in the digital age
- Social media toolkit
Social media is immediate and ubiquitous, making it a compelling and powerful communication tool for large and small organisations. As social networks have grown in reach and strength around the globe, they have become an everyday part of our lives, requiring time and attention. Organisations and individuals who want to keep up with a rapidly changing environment need to learn the right skills to capitalise on social media benefits.
What is it about?
Learn how to identify which social media platform best suits you and what to post. This interactive course will help you target your key audience, grow your networks and teach you how to avoid any pitfalls, while keeping within your company’s social media guidelines.

Who should attend?
This workshop is designed for people who want to get a better understanding of the key tools and techniques available for improving the effectiveness of their digital communication.

Learning outcomes:
• Understand when and why we use Twitter, Facebook, LinkedIn and other social media platforms
• Identify the right social media for your business
• Target key audiences
• Engage in multimedia story telling with your customers
• Manage and avoid reputation and compliance risks

Course Structure
MORNING
• Social media: why is it important?
• Twitter, Facebook, LinkedIn, and Google+: choose the right platform for you
• Get started & get up to speed
• Case studies and exercises

AFTERNOON
• Content is king: how to build content and reach your audience
• Apply what you have learnt – case studies and exercises
• The risks of social media – staying safe and compliant

* Participants are required to bring their own documents to edit during this session.

INDIVIDUALS FROM £495 per person

IN - COMPANY FROM £3000 per workshop

BOOK NOW tel: (0)20 7542 8355
email: training.foundation@thomsonreuters.com
The digital landscape is experiencing huge growth as audiences continue to shift towards online platforms and mobile devices to access content. Tools and platforms are evolving. To stay on top of the change and effectively service and engage audiences, organisations need to create a strategy that supports their marketing and business plans, opening up new possibilities.
What is it about?
Confident with social media but want to take it to the next level? This interactive course focuses on brand and strategy. Expand your reach, finetune your listening and observation skills and maximise the use of social media platforms. Refine your ideas in line with the latest social media guidelines to avoid reputation and compliance risks.

Who should attend?
- Professionals with a good knowledge and understanding of social media
- Managers responsible for building a brand narrative
- Marketing and business development professionals

Learning outcomes:
- Maximise the use of Twitter, Facebook, LinkedIn and other social media platforms
- Build relationships with key audiences
- Create a brand narrative, engage in multimedia story-telling

Course Structure

MORNING
- Targeting the right audience
- Developing a narrative
- Enhancing your brand
- Exercise: Review your current social media strategy

AFTERNOON
- Managing your accounts and measuring success
- Staying safe and compliant
- What to do differently? Present your improved social media strategy

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email: training.foundation@thomsonreuters.com
Among the many communication skills that exist, writing is an essential one that you will need personally and professionally. Being able to write effectively and improving your writing skills may take some time but it will help you convey information in a clearer more memorable manner. Regardless of the work you do, writing will be a part of it. Whether it’s writing e-mails, project plans, proposals or tweets and blogs, poor writing can negatively impact your work and reputation.
What is it about?
Learn to write sharp, clear and engaging reports. You will be taught to edit, de-clutter, remove jargon and inject life into your work using examples, anecdotes, data, quotes, pictures and graphics.

Who should attend?
This course is recommended to anyone who has to write persuasive or engaging copy be that presentations, client proposals or end-of-year reports.

Learning outcomes:
- Write sharp, accessible and engaging reports
- Engage your audience with straightforward language
- De-clutter your writing and remove jargon
- Use facts, figures, analogies and metaphors with impact
- Inject life and context into reports using quotes and graphics

Course Structure

MORNING
- Writing, editing and proofreading your own copy
- Simplifying messages without losing core content
- Structuring your copy for better impact
- Writing key messages and slogans (practical session)

AFTERNOON
- Communicating facts and figures
- Making corporate speak accessible to all
- Practical group exercise
- Individual feedback and assessment

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INDIVIDUALS FROM £495 per person

IN - COMPANY FROM £3000 per workshop

BOOK NOW

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e-mail: training.foundation@thomsonreuters.com
Writing for an online audience requires a very specific set of skills. The audience spends less time reading the content and more time scanning the page so the writing has to be snappy, memorable, engaging and easy to read. It also needs to be written with online search engines in mind and therefore a range of significant, topic-specific words need to be included.
What is it about?
Produce compelling content that gives you the best results when contributing to online communications, blogs or your organisation’s website.

Who should attend?
This advanced course is ideal for practicing professionals working either for profit or nonprofit organisations or agency and communication staff whose responsibilities include PR writing, internal communications and repurposing content across digital and social media platforms.

Learning outcomes:
- Learn to blog and harness the power of images
- Use your company’s Intranet effectively
- Keep up-to-date with the latest trends in social media
- Convey key business messages on social media and manage reputational risks
- Understand the differences and leverage the opportunities of Twitter, LinkedIn and Facebook

Course Structure

MORNING
- Structuring and developing key messages
- Combining text and pictures effectively
- Blogging techniques

AFTERNOON
- Writing for LinkedIn, Facebook and Twitter
- Using social media to build relationships
- Practicalities and pitfalls

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INDIVIDUALS FROM £495 per person

IN - COMPANY FROM £3000 per workshop

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email: training.foundation@thomsonreuters.com
In the corporate communication environment, presentation skills are key to maintaining a credible and coherent identity for your organisation and promoting a positive brand. Professionals in this field are often responsible for the overall communications strategy of their organisation. They regularly exchange business information with colleagues, competitors and peers, the market and the media. They may speak for the company on day-to-day business activities or in times of crisis. They may also be called on to write speeches for senior executives and coach them on presentations. They must be poised, have gravitas and be able to deliver at a moment’s notice.
What is it about?
Develop and enhance your public speaking style to deliver key messages with impact. You will explore how to use voice and gestures to reinforce your content, adopt language that is engaging and understood, discover how to deal with difficult questions and harness the power of data.

Who should attend?
Anyone with limited experience of making presentations who wants to become more confident and improve their skills. Ideal for junior to middle managers who want to maximise their impact and increase their influence.

Learning outcomes:
- Refine communications and presentation skills
- Deliver key messages to clients and colleagues
- Learn how to use voice and body language to reinforce key messages
- Handle difficult questions and take control in challenging situations
- Use data and statistics with impact

Course Structure

MORNING
- The Good Communicator
- Practical tactics to improve your communications skills
- Injecting clarity and emotion into your communications
- The 3 s’s: short, simple and structured messages

AFTERNOON
- Interview skills and techniques
- Presentation skills: posture, pace, vocals, dress
- Recording and reviewing your presentation

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First impressions at job interviews, work presentations and in any business situation are critical. Every time you present, every business encounter you have, you are being evaluated. Opinions are formed as a result of your actions and, in some cases, they are irreversible. You can be the best presenter in the world, but if the content or format you are using is poor then your audience will switch off and all the effort you have put in will have been in vain.
What is it about?
Great content makes little impact if it is not presented and packaged in an engaging way. Learn how to produce visually compelling presentations and how to use facts and figures effectively.

Who should attend?
• From PAs to Directors, anyone working on presentations will benefit from this highly interactive and engaging course.

Learning outcomes:
• Make figures meaningful and memorable
• Create impactful data visualisation
• Organise and share collaborative ideas
• Understand the latest presentation tools available (and their merits)
• Use word cloud visualisation to better understand customer needs, competitor strategies and brand impact

Course Structure

MORNING
• The digital presentation
• The latest available tools
• Organising and sharing ideas
• Data crunching – get visual
• Create a word cloud

AFTERNOON
• The power of images animation, video
• Apply what you’ve learnt to your own material
• Practice on Prezi, Piktochart or SlideDog
• Get interactive with your audience: tools for polling and feedback

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INDIVIDUALS FROM £495 per person

IN - COMPANY FROM £3000 per workshop

BOOK NOW  
tel: (0)20 7542 8355  
email: training.foundation@thomsonreuters.com
The ability to communicate effectively is one of the most important professional and personal skills you will ever have. Learn to interact with individuals and groups to achieve your goals and gain greater influence over people and events at work, at home and in your community.
What is it about?
Enhance your presentation and persuasion skills in high stakes communications. This course covers 11 influencing techniques which will show you how to structure convincing arguments and sway your audience.

Who should attend?
Anyone looking to become more assertive and win influence with key stakeholders. This will be a particularly useful course for senior managers or those aspiring to senior management or leadership roles or those who have recently been promoted.

Learning outcomes:
- Perfect communication and presentation skills
- Prepare and deliver key messages to clients and colleagues
- Understand the needs and attention span of an audience
- Combine emotion and reason to create a powerful presentation
- Use voice and body language to reinforce key messages
- Handle difficult questions and take control in challenging situations
- Use the Ladder of Abstraction to make ideas more memorable

Course Structure

MORNING
- Challenges and opportunities in the “era of information overload”
- Strategies to target audiences and deliver key messages
- Be an effective speaker: climb up and down the Ladder of Abstraction
- Understanding logos, ethos and pathos

AFTERNOON
- The art of rhetoric
- The body language of success
- Presentation exercises in front of camera and review

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INDIVIDUALS FROM £495 per person

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email: training.foundation@thomsonreuters.com
Media touches us all, every day and everywhere. Television, radio, newspapers and especially the Internet are increasingly prevalent in our lives. This is only going to increase as the digital and technological landscape acts as an enabler. Understanding the industry and the people behind the profession will help organisations, spokespeople, and communication professionals to engage effectively with the media.
MEDIA TRAINING

What is it about?
Many organisations need to deal regularly with the media but may find their staff lack the skills to do so confidently.
Gain an understanding of the media’s needs, practice interviews on camera and get your message across in a crisis. Learn to write fresh and interesting press releases so they get noticed.

Who is it for?
From CEOs preparing for a crucial TV interview to seeing a press release have media pick-up - this course is for anyone seeking to deliver impactful, concise messages in a calm manner and facing the media with confidence.

Learning outcomes:

• Understand media priorities and respond accordingly
• Deliver clear and jargon-free messages to the media
• Write and pitch effective press releases
• Deliver impactful sound bites and communicate with confidence on camera
• Keep calm while handling difficult questions in a media crisis

Course Structure

MORNING

• Understanding the needs of the media
• Defining and delivering key messages
• Video: good and bad interview clips & tips
• Handle difficult questions

AFTERNOON

• Press release writing, pitching and delivering
• On-camera practice interviews and/or ambush interviews
• Facing the media in a crisis
• Press conference practice
• Clients to select what focus is preferred for the afternoon sessions

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IN - COMPANY FROM £3000 per workshop

BOOK NOW  

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OUR FEEDBACK

“Excellent, really feel this can be applied when producing presentations.”

“Really positive. Learnt that preparation and practice are critical for successful presentations.”

“Excellent ideas and clearly taught. Loved the experience sharing.”

“The trainers worked well together and communicated the topic well. I LEARNED A LOT!”

“It was a very good course and hope I can use the examples in future presentations.”

“Experience was EXCELLENT!”

The overall experience was AMAZING! I will recommend this class to the entire business relationship management team.

This was one of the best courses I attended in many years.

I found the course engaging from start to finish.

SO many new apps to use! It was GREAT!

Another great course from the Foundation, giving practical advice from experienced trainers.

Excellent. I’ve learnt trends on social media and tips for blogging.

VERY GOOD, great insight on how to reword yourself for a great impact!

VERY POSITIVE, every topic is handled with an adequate timeframe and the course is every interactive with the other colleagues and the instructor.

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Excellent. I’ve learnt trends on social media and tips for blogging.
Your requirements have been scoped, the goals set, all the planning has been done and the preparation taken care of. The training roadmap has been produced and duly promoted. It’s now time for the actual training. The skills, personality and experience of the trainer are vital. That’s where Thomson Reuters Foundation can be trusted. We are constantly sourcing, referencing, selecting and up-skilling new training professionals, ensuring that our trainer pool remains competitive and of the highest calibre.
TRAINER PROFILES

Michelle Parague
Michelle is a corporate communications specialist. Prior to corporate training, she spent more than two decades teaching various communication skills courses to college students, and provided college readiness workshops for high school students. Michelle’s proficiency is derived from frequent professional development, proven learning methodologies, and a great passion for helping her participants discover their strengths in a supportive learning environment.

Sarah J. Wachter
Sarah is a communications consultant based in Paris. A business journalist by training, she worked for Dow Jones/Wall Street Journal/CNBC as an editor and a senior reporter. Her work has appeared in The Wall Street Journal, The New York Times, The Economist, The Economist Intelligence Unit, and has been shown on BBC Newsnight. Sarah has provided strategic advice, executive and journalism coaching and has ghost-written for Secretaries General and CEOs of multinational companies.

Camila Reed
Camila is a highly experienced multi-media journalist, trainer and digital consultant. A former Reuters editor and BBC journalist she has worked in TV, radio, print and interviewed top CEOs and government figures. As a digital media consultant, she has been involved in product launches, creating social media campaigns and developing digital content for large and small firms. Camila trains and mentors in both English and Spanish.

Paul Casciato
Paul is an international media and communications consultant, trainer and adviser. He prepares leaders in business and at major global organisations for critical broadcast or print interviews and provides journalism training, effective writing, speaking and other communications training. A former Reuters journalist, Paul worked across North America and EMEA as a business reporter and foreign correspondent.

Paul Gallagher
Paul began his career as a consultant in 2007 after 15 years as a journalist. He has coached business leaders, economists, analysts, politicians and diplomats around the world for media interviews and public engagements. Paul has worked with the World Bank, the United Nations, as well as with CEOs and board executives at blue-chip companies.

Elizabeth Koraca
Elizabeth is an award winning executive coach and communications strategist based in New York City. Helping business professionals improve their image, messaging, and personal branding, she coaches and trains executives to reach their full potential, sharpening their presentation, interview, and communication skills. Previously, Elizabeth was a financial TV news anchor for Reuters, interviewing hundreds of the world’s top CEOs and investors, like Blackstone’s Stephen Schwarzman, Jim Rogers, and Wilbur Ross.

Steve Clarke
Steve Clarke is a broadcast journalist who has interviewed CEO’s from the world’s biggest companies, heads of state and leading international financial and government figures. As executive producer, he built Reuters financial news broadcasting channel in Europe from scratch and led Reuters Television’s presence at the annual meeting of the World Economic Forum in Davos.

Lina Cagossi
Lina worked as a TV reporter and anchor for 15 years for media giants in London and New York before switching her career towards consulting and training. She covered finance, economy and politics for Bloomberg News and Sky Italia, met and interviewed several CEO’s and executives along the way. Fluent in Italian, her mother tongue, Lina is also a consultant for the Central Bank of Italy.

Our training is also available in: French, Italian, Spanish, Hindi and Arabic.
By choosing Thomson Reuters Foundation for your communications, journalism and media training, you are in the safest possible hands. Our client base includes some of the world’s largest organisations where we assist in the up-skilling of their employees. We work across a variety of industries. The following examples illustrate some of the most recent programmes we have implemented.
Objective:
This client is an American multinational financial services corporation which facilitates electronic fund transfers throughout the world and provides financial institutions with payment products that they then use to offer credit, debit, prepaid and cash-access programs to their customers. It runs a global network which processes 100 billion transactions with a total volume of US$6.8 trillion.

In May 2015, the corporation revised the media-readiness of their communications staff in the North African region and felt they needed to improve their skills, both in key messaging and in their ability of facing the media effectively.

Solution:
At Thomson Reuters Foundation (TRF), we understand that when it comes to training, one size doesn't fit all. That's why we closely consulted with our client to define an appropriate strategy that would provide impact. The group make-up, level of experience and client's expectations were assessed in order to allocate the most suitable trainer to the project. Geographical and topical experiences were key points which we took into consideration when making this selection.

• Sourced locally based former Reuters business correspondent for the African continent as a lead consultant for the project.
• TRF and the consultant provided the client with a draft schedule, which was fine-tuned in collaboration with the client ahead of the course delivery, to ensure participants would reap the most relevant benefits in the short time available.
• Made development resources scalable and available regardless of location or timeframe.

Result:
The course was extremely well received by all participants. In their feedback, many highlighted how well the trainer had prepared. The importance of preparing for an interview or a press conference (which the participants had the opportunity to do in front of a camera) was identified as one of the key learning take-away points of the course. The attendees rated this course 9.3 out of 10. Further iterations are planned across the region.

Objective:
This world renowned NGO operates in 190 countries and is one of the largest providers of vaccines for poor countries. It supports child health and nutrition, quality education for all boys and girls, and the protection of children from violence, exploitation and AIDS.

As an organisation very often in the public eye, it runs constant checks on the strengths of its communications staff and on the effectiveness of their messages. We were responsible for training sessions taking place annually as part of their Country Managers’ annual global meeting each year.

Solution:
In our approach, we engaged with the NGO’s top representatives globally in order to refresh their strategising skills, ensure their message delivery was consistent and that they were equipped to handle crisis situations.

• A pre-course questionnaire identified and established the true needs of staff
• The training was designed to address the identified needs and incorporate best practice in crisis communications
• Programme design included live-learning through simulated press conferences and media meetings

Result:
Feedback gathered from the participants highlighted that the live-learning element was constructive and valuable. Delegates felt prepared and ready to face the media. This programme has since been cascaded vertically and horizontally to the rest of their teams.

“Excellent trainer, has prepared well to understand our industry which made the training very relevant to the team.”
LET’S TALK