



Michael Dodd - Profile

Michael is a broadcast journalist who is best known for his live reviews of British newspapers that can be seen on satellite TV around the world. He knows how to ask the tough questions – and how to answer them. As a speaker and media trainer he advises businesses, civil servants and others how to add substance and sizzle to their communication skills and media performances. Michael's recent work has included speaking trips to Japan, France, Russia, Finland, China, Hungary, Portugal, Belgium, Abu Dhabi, Dubai, Singapore and Brazil.

He explains media response techniques to corporations and a host of government departments. Michael comments on national and international issues on BBC national television and radio networks. He files television, radio, and newspaper and web reports for foreign media outlets.

He has served as Berlin Correspondent, London Correspondent and Canberra Correspondent for the Australian Broadcasting Corporation and has covered stories from most major European countries and in America. Michael lectures in broadcast journalism and presentation skills at the University of Westminster. Four of his Post-graduate students have received the trophy from the Broadcast Journalism Training Council for winning the radio category of the Young Broadcaster of the Year Award.

He received a BBC award from the File on Four programme after his students won the Gold, Silver and Bronze prizes for documentary-making in a competition held to mark the show's twenty-fifth anniversary. Michael has taught media skills to hundreds – business people, civil servants, military personnel, lawyers, health professionals and charity workers. Clients are taught on a confidential basis.

Learning and sharpening journalistic skills

Michael Dodd trains journalists in print and broadcasting skills. He helps develop journalistic skills from scratch. And he works with high level journalists to further develop and polish their performance.

Teaching can be done on a one-to-one basis. Or it can be commissioned by organisations to take place in groups – large or small. Learning and development programmes can involve other specialist journalists and trainers.

Michael's students at the University of Westminster won first, second and third place in the radio section of the Young Broadcast Journalist of the Year Award. The awards are conducted by the UK's Broadcast Journalism Training Council and sponsored by the BBC, ITV News, Sky News, Channel 4 and GCap Media.

Michael received an award from the BBC when his University of Westminster post-graduate radio students won the gold, silver and bronze medals in an investigative journalism competition to mark the 25th anniversary of the Radio 4's File On Four programme.

Two of Michael's students also won the Young Broadcast Journalist of the Year Award in 2005 when the prizes were presented by Dermot Murnaghan. Further details of the latest award are in the media release below.

International Speaking

Michael Dodd works as a professional speaker around the world - showing organisations and individuals how to boost their communications skills. He's had speaking engagements on six continents.

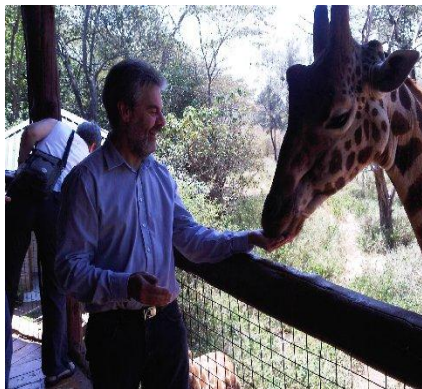
Michael does keynotes for conferences - and master classes for smaller audiences.

His speaking performances can include demonstration media interviews or challenging conversations with one or more volunteers - which add drama and humour to the occasion and highlight key learning points.

In these cases, volunteers get a second go at their on-stage challenge to demonstrate how performances can be boosted in a short space of time.

Speaking topics include:

- # BECOMING INSPIRATIONAL BUSINESS COMMUNICATORS
- # HAVE I GOT NEWS FOR YOUR COMPANY - PREPARING FOR MEDIA EMERGENCIES
- # MASTERING THE MEDIA - WITH BALLS - See YouTube video.
- # GIVING GREAT ANSWERS TO TOUGH QUESTIONS



Michael and Jock the giraffe in Africa

"Michael Dodd attended our National Franchisee Conference to run a session on answering tough questions from customers. The session was a tremendous success, with excellent feedback due to the quality of in-depth preparation and Michael's outstanding ability to engage with a large audience." Sophie Bell, UK Franchise Director, Downland Marketing Limited



In the Jungle, Brazil Speaking Trip

Michael's a winner of the "New Speaker of the Year" award from the Academy for Chief Executives.

"Michael is one of the newest and best speakers we have ever had in the Academy in the last 13 years. He puts an enormous amount of effort into the preparation and the final delivery is nothing short of brilliant. Michael's skill and experience as a journalist is brought to bear in ruthless fashion creating an unforgettable experiential learning experience." Simon Lester, Co-owner, Academy for Chief Executives

For after dinner slots, Michael talks on "Tales and Tips from Six Continents" which includes stories from his time as a foreign correspondent in Eastern Europe and his encounters with the communist secret police before, during and after the fall of the Berlin Wall.

Michael speaks with United Nation's audiences to help equip them to deal with the media in the world's trouble spots.

Michael's been speaking for UK Trade and Investment audiences from British embassies and consulates through Pulford Global.