

## The Media Trust

The Media Trust is probably the UK's leading agency that exists to connect charities with communications professionals. Oasis Media has been a regular supporter for the past four years.

### Media and PR training sessions

Oasis Media runs regular training sessions for the Media Trust attended by a variety of small, medium and large charities to help them maximise media and PR opportunities. These sessions also demystify the media and help participants to feel more confident about initiating and responding to media enquiries. They are supported by handouts of up-to-date and appropriate press contacts and tips.

### Bespoke workshops

Oasis Media has run Media Trust bespoke workshops for charities including:

- Age Concern Camden
- Arts and Business East Midlands
- The Big C
- Habitat for Humanity
- Equal
- National Childbirth Trust: as part of a national conference

### Providing speakers

Oasis Media also regularly provides speakers for Media Trust's busy annual programme of events, covering subjects such as press and PR for beginners; working successfully with celebrity supporters, press release writing and effective use of case studies to promote an organisation's work. We have also provided speakers for other key communications-related events, such as the National Council for Voluntary Organisation's Charity Press Officers Conference, and its regular PR Forum members' meetings.

*"I found the training to be challenging and relevant. It encouraged me to plan thoroughly for sending out a press release, keep accurate records of media contacts and to follow up in order to check that people had received it. It was far more effective than just sending out press releases and hoping for the best. It certainly helped me to feel more confident and organised in my role."*

**Sarah Glover, Team Assistant, Creative Partnerships Leicester.**

*"I wish to express my thanks for the training organised through the Media Trust, which was put together by Oasis Media. As a comparatively small and rural charity, access to such training is extremely limited. The work which Oasis Media had clearly done in preparation helped them to understand our charity and to pull together an extremely focused session. We learnt a great deal and it has certainly given us the confidence to promote our business as widely as possible."*

**Daniel Williams, Chief Executive, Big C.**