



Tactical Switch

CONSULTANCY

MEDIA TRAINING FOR ATHLETES

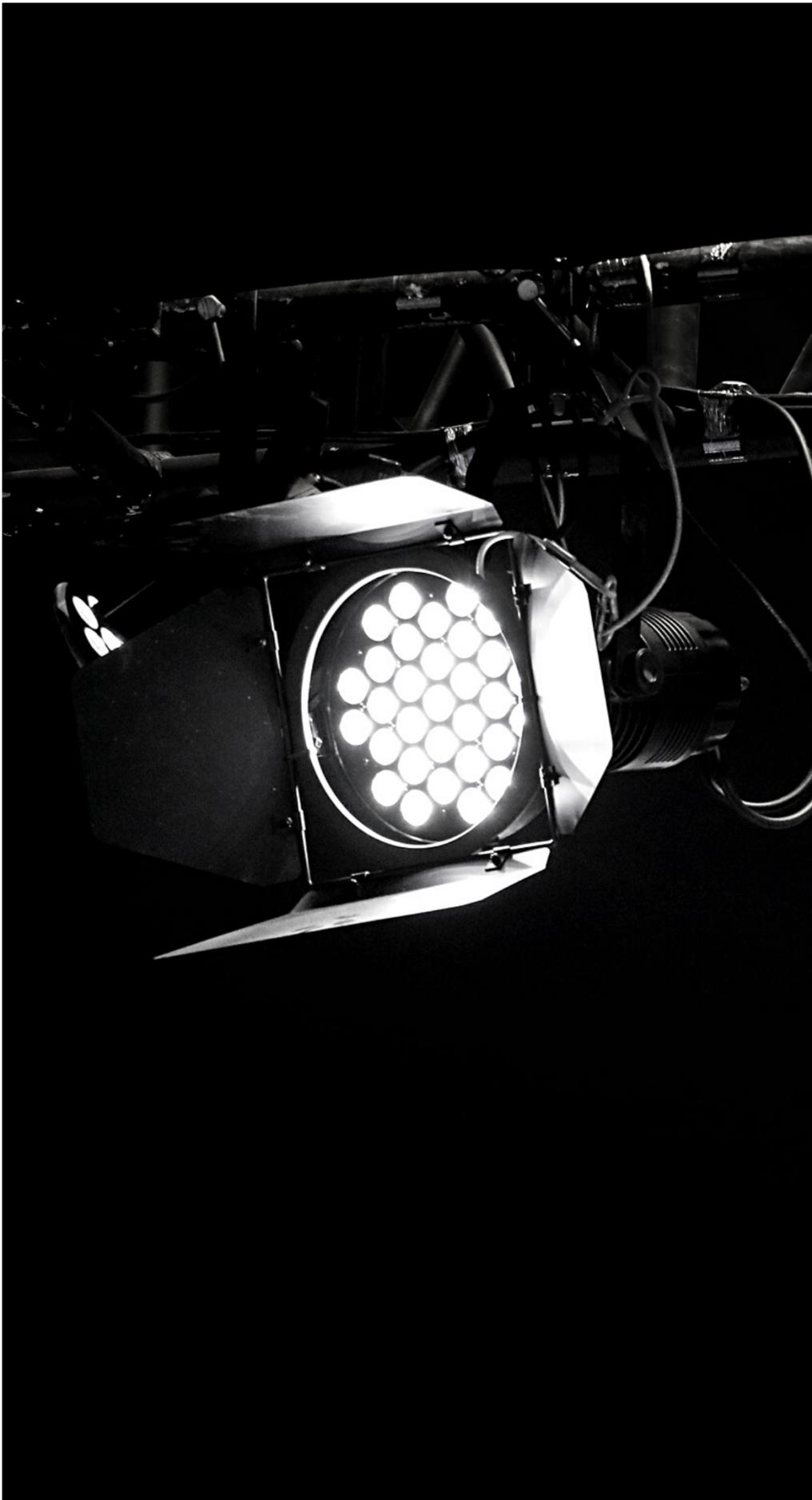
www.TacticalSwitchConsultancy.com

SPORTS MEDIA TRAINING

Sport is a fast-paced industry but so too is the one that covers it. With 24/7 news coverage and an ever-growing stream of social media commentary, the Sports Media landscape is rapidly changing. In an age where every goal, catch and tackle is seen and judged instantaneously by an audience hungry for more information, it's now more important than ever to stand out from the crowd.

But how do you stand out for the right reasons and are you capable of dealing with tough questions in pressure situations?

Tactical Switch Consultancy offers a variety of courses aimed at helping both senior and junior sportsmen and women apply the skills they've learnt from a professional career in sport to a new one within the media.



ABOUT.

I AM JAMES DODD,
AN EXPERIENCED
BROADCAST PROFESSIONAL.



James Dodd is the founder of Tactical Switch Consultancy. With a long and established career in Sports Media, James has worked at some of the biggest sporting events in the world and with some of the biggest names in the business. From producing a FIFA World Cup final on location in Russia to interviewing the likes of Pep Guardiola, Jurgen Klopp and Arsene Wenger minutes after victories, James knows how the media works.

Initially trained as a sports writer, James swapped the written press for the airwaves after joining UK radio station talkSPORT and eventually became the station's Live Football Producer. Ten-years and over 500 games later, James made the move from Radio to TV and is now the Chief Football Reporter for Fox Sports News in Sydney.

Whether it's interviewing, producing, live reporting or podcasting, James has done it and worked with industry leaders along the way. Now it's time to pass on what he's learnt to those who want to do the same.

www.TacticalSwitchConsultancy.com

www.TacticalSwitchConsultancy.Com

**“MASTERY: AMATEURS
CALL IT GENIUS. MASTERS
CALL IT PRACTICE.”**

A GUIDE TO CO-COMMENTARY

This course provides techniques and advice on how to become a better co-commentator whilst also giving participants scenario-based training to help them practice what they've been taught.

The Course.

This course offers an introduction to the art of co-commentary for either TV or Radio roles. It is designed for current and former sportsmen and women who are keen to transition from professional sport but have limited to no experience within the media.

By the end of this course participants will;

- Understand what makes a good co-commentator
- Learn how to analyse incidents quickly and correctly
- Feel confident broadcasting over live pictures
- Learn on-air etiquette
- Master pre-match preparations ahead of a co-commentary role

The Details.

Duration: Six hours (Three 2xHour sessions)

Participants: One-on-One

Includes: Video analysis and feedback

Venue: On location or online

PRO PLAYER TO PRO PUNDIT

This course provides techniques and advice on how to become a better studio pundit/analyst whilst also giving participants scenario-based training to help them practice what they've been taught.

The Course.

This course is aimed at helping current and former professional sportsmen and women transition from life on the field to life in the TV or Radio studio. It is designed for athletes who have limited to no experience within the media but see themselves as a future household name when it comes to broadcasting.

By the end of this course participants will;

- Understand what makes a good studio analyst
- Learn how to analyse incidents & focus on what to look for
- Know how to be critical but constructive in their analysis
- Be comfortable dealing with tough questions and subjects
- Learn how to be confident and comfortable on camera
- Have an understanding of their own on-air personality

The Details.

Duration: Six hours (Three 2xHour sessions)

Participants: One-on-One

Includes: Video analysis and feedback

Venue: On location or online

www.TacticalSwitchConsultancy.com

MEDIA TRAINING 101

This course is designed for clubs looking to prepare their players and staff for engagements with the media.

The Course.

Whether it's senior/junior players fronting the cameras for the first time or board members addressing difficult or sensitive topics at press conferences, this course provides tips and techniques to ensure you say the right things and represent your club and its sponsors correctly.

By the end of this course participants will;

- Be well versed in various interview techniques
- Learn how to be confident and engaging in interviews
- Be educated on the Do's and Don't's of Social Media
- Understand what it is that the media are seeking
- Learn more about the role of the media and why they are important.

The Details.

Duration: One Hour

Participants: One-on-One or group sessions

Venue: On location or online

TESTIMONIALS



Professional Footballers Australia

“The PFA tasked Tactical Switch Consultancy with producing a Media workshop specifically tailored to early career A-League and W-League players, and were extremely pleased with the end result. James provided both practical information and bespoke interview techniques to equip our members for a career in sport. We would highly recommend Tactical Switch Consultancy to all other sporting organisations.”

TESTIMONIALS



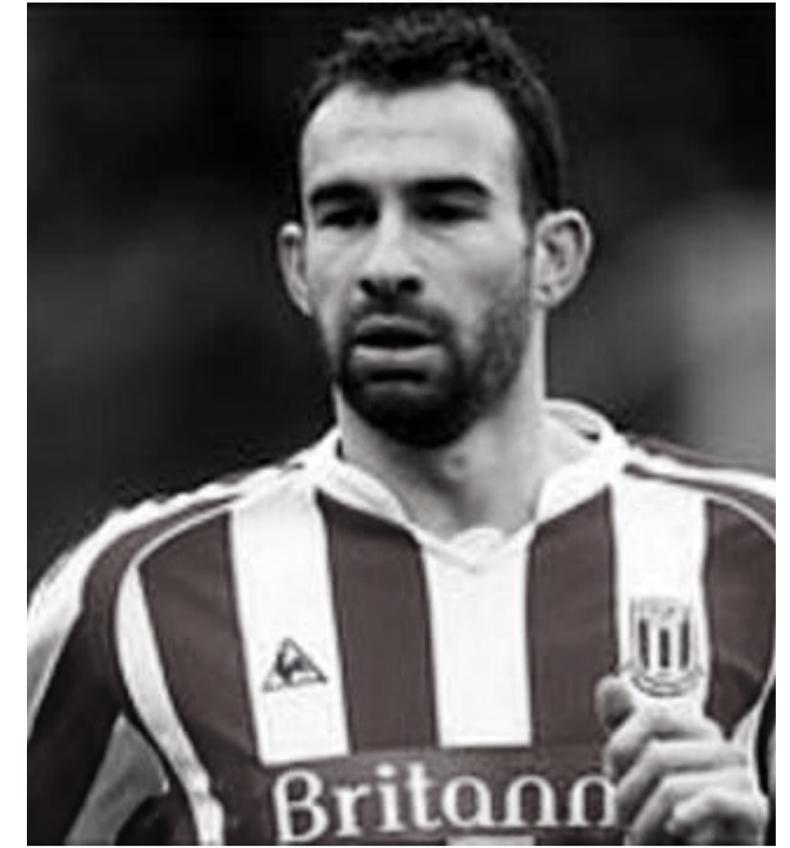
Archie Thompson

"With the guidance of James I've found the added confidence and composure whenever I'm in front of the camera. I continue to go through the processes he taught me and the improvements have been amazing."



Emma Ilijoski

"The Media 101 workshop delivered by James was a great insight into the responsibility of us as players and our role in the media. It was interesting to hear real-life examples as well as learn many helpful tips that I will definitely utilise for the entirety of my footballing career."



Danny Higginbotham

"James gave me valuable advice, tips and feedback that helped make the transition from sport to the media as smooth as possible."



Tactical
Switch

CONSULTANCY

GET IN TOUCH

Phone Number

+61 481 882 628

Email Address

James@TacticalSwitchConsultancy.com

Website

www.TacticalSwitchConsultancy.com



@JamesDoddFOX



@TacticalSwitchConsultancy