

Empowering people to effectively talk to the press

Energy Brainpool's story

Many small and medium enterprises (SMEs) desire to have a strong media presence. Press coverage can position a company as a thought leader, enhance its reputation and boost sales.

When the European energy crisis arose in 2022, Energy Brainpool and its experts were lucky to be proactively approached by several media outlets seeking analyses of the energy markets.

The company started receiving so many media requests that it had to quickly spread them across the team, including to colleagues who had never talked to the press before.

ENERGY BRAINPOOL AT A GLANCE

Independent analysis and consulting company for the energy sector, focusing on European electricity and energy trading.

BASED IN:	Berlin, Germany
YEAR FOUNDED:	2003
Nº OF EMPLOYEES:	25-35
EXPERTISE:	Analysis, forecasting and simulation of energy markets and prices, plus the development of scenario-based studies.

The problem

Energy Brainpool faced increasing media queries, yet its wider team of spokespeople lacked experience talking to the press.

The company needed media training to conduct conversations and effectively capitalise on these media opportunities.

MAIN CHALLENGES

- 01** Knowing the golden rules of interacting with media
- 02** Sharing expert knowledge in an understandable and quotable manner
- 03** Knowing how to answer difficult questions
- 04** Confidence in being interviewed on-camera

Why Energy Brainpool chose us

Energy Brainpool's team was already aware of our strong track record with leading green energy companies such as Lumenaza, Synhelion and Kiwigrid. Our industry knowledge of the cleantech space, extensive media relations experience and the journalistic background of our team further convinced them.

When Energy Brainpool approached us and voiced its challenge in enabling the rising number of colleagues to quickly meet media demands, we offered an in-depth media training session as a solution, including exercises for conducting on-camera interviews.

Our solution

A FULL-DAY MEDIA TRAINING SESSION IN BERLIN

01 Explaining how the media operates

Working with journalists comes with golden rules. We shared our experience and tips from working with and in editorial offices.

02 Conducting media conversations

Every Energy Brainpool expert had the chance to apply learnings in a friendly mock background discussion.

03 Increasing the pressure

In on-camera interviews, we increased the difficulty level by asking critical questions.

04 Giving individual feedback

After each interview, we analysed the answers, defined where key messages should be placed and discussed how body language can influence perception.

Being able to talk to the press is two-fold: you need a touchpoint and an understanding of handling it.

The latter is hugely important as media conversations are an excellent opportunity to raise a company's profile. When executed effectively, conversations with journalists can result in positive coverage, sharing your desired key messages and showing expert knowledge.

However, it also comes with risks. An unprepared interview or a careless statement can easily lead to controversy or jeopardise a company's reputation.

The results

The Energy Brainpool team was impressed by our training session, including how thought-out and sharp our questions were.

INDIVIDUAL RESULTS

- Increased confidence speaking in front of a camera
- Improved knowledge of knowing how to talk to journalists
- Greater understanding of the journalist perspective
- Knowing how to prepare for an interview
- Appreciation for aligning answers with company messaging

COMPANY RESULTS

- Rising response rate and quicker response time for media inquiries thanks to a greater pool of company speakers for media conversations
- Increasing number of media mentions as a result of the above: over 300 positive clippings in three months in media like Handelsblatt, Spiegel and Zeit
- Sharp key messages and clear company statements

Testimonial



The media training from the Life Size experts gave our team a sense of how to conduct targeted media relations, revealed a map of potential pitfalls and showed each of us our individual communication strengths as well as potential.

Matthis Brinkhaus, Senior Analyst, Energy Brainpool



GET IN TOUCH

Tell us your story

Are you receiving media requests but need help dealing with them or talking confidently during interviews?

Contact us to arrange a media training session tailored to your experts' experiences, needs and topics.

[Free consultation →](#)

mail@lifesizemedia.com

CONNECT WITH US

