The National Broadcasting School

Build your skills and design your journey
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Who we are

We are the UK’s leading broadcast school.

We put people at the heart of our training, building courses that teach new skills in a fun, productive and professional environment.

Excellent communication skills are at the heart of successful career. Whether you are already in a profession and are looking for a unique way to make yourself heard, we can take you from the studio to the Boardroom.

Our courses in broadcasting, production, journalism and marketing communications can be undertaken as an individual or as part of a team of professionals looking to develop their capability. Our professional tutors include some of the UK’s most successful broadcasters and their interactive and engaging courses build confidence and communication skills in an enjoyable way.
Our training courses are designed to fit your needs. We have portable, state of the art equipment to bring the experience to you, or make the most of our studio facilities to transport people to a real life broadcasting studio.
The NBS Hub

- A state of the art Newsroom
- Professional Broadcast Studio
- World class tutors
- Impressive alumni of highly successful professionals
The NBS Course Collection

We understand that everyone is looking for something slightly different from the courses they undertake. Therefore, we have divided our courses into three categories:

**Bizskool**

Build confidence and communication skills using the skills of broadcasters

**NBS Professional**

Get ahead of the competition by adding new skills to your CV

**Clubskool**

So you wanna be a dj? Take your hobby from bedroom to clubland
Our courses enable you to thrive in the constantly evolving communications industry. Whether you want to add to your CV or are looking for team training with a difference, our collection of scheduled and bespoke courses can help you achieve your goals.

We understand the current global media landscape and broadcasting trends and ensure that the content of each course includes the very latest thinking and training provided by a team of broadcasting industry leaders with years of experience. All our courses can be tailored into bespoke team training courses for professionals. We combine team building based on cohesion and communication with learning a new skill. We cater for large and small groups and can conduct the training at your offices or in our state of the art studios.
Bizskool
What we do at Bizskool

If you are looking for team training with a difference, we can help. Our bespoke courses transport your team out of their comfort zone to teach them new skills that will enhance their team work, communication and organisational qualities.

We have the facilities to cater for large and small groups in the heart of Liverpool. Our state of the art studios will enable your team to fully submerge themselves in the task, providing a stimulating, professional environment, or we can visit your office with professional broadcast equipment.

We will design the session to directly fit your organisational objectives, understanding the team nuances, following a full briefing session with the course leader.

Course Collection:

- The Radio Experience
- Present Like a Radio Star
- Getting the Story Right
- Media Training Masterclass
- Crisis Management
- Social Media and Business Masterclass
- Produce a Podcast in a Day
- Making a movie on your mobile device
The expert team from the NBS will set up a pop up radio station at your business location, or at the NBS Hub, and provide training into how to set up and run a radio station.

Working in teams, participants will be taught how to create engaging content for your business’s target audience, and professional radio skills such as presenting, strategy creation and team work, that are transferrable to their everyday professional lives.

An excellent way to get employees to consider your business in a new light, teams will come up with a name for their radio station, create jingles, choose a playlist and design a “radio clock” for a half hour radio show. This course often leads teams to reconsider their marketing and communications approach as they are forced to think ‘out of the box’.

At the end of the day each team will have produced a half hour of great programming and prizes are awarded to reward effort during the day.

Executive Summary
“The NBS Radio Experience Day is a unique team building experience that encourages collaboration and learning new skills whilst developing closer working relationships. Combining strategic thinking techniques with the practical delivery of a task, the team are transported out of their comfort zone and challenged to work together to produce a radio show.”
Present like a radio star
(Presentation skills)

Executive Summary
“Ensure your team have the skills they need to drive your company forward with our unique presentation training concept ‘Present like a radio star’. Your team will gain valuable skills in presentation and communication by learning how to absorb the audience, the benefit of brevity and getting the point across.”

Course Details
During this session, your team will be taught how to think like a radio presenter in order to present to business audiences in the best way. Combining theory and practical experience, the participants will learn new skills in a fun and exciting environment.

Our highly qualified and experienced team will deliver a bespoke session in our state of the art radio studio, or your office, that will help them reach their presenting potential in the Boardroom.

Course elements include:
• Theory and understanding
• Broadcasting tricks of the trade - how it is relevant to you
• Practical practice sessions
• Assessment and feedback
• Team exercise
Getting the story right

Executive Summary

“This one-day intensive course will provide you with skills and knowledge of how to produce the best copy – no matter the medium. Taught by professional journalists, this NBS course will help you to write concise, targeted copy for print, online and every day communication.”

Course Details

From the experts at the National Broadcasting School, this intensive course will provide the foundations for you to develop your writing skills. Journalists know the value of identifying a story and telling it in an engaging and accessible way. We’ll show you how to get to the heart of the subject in the most effective way. This course will enable you to:

- Understand your target market better
- Create compelling content
- Explore the advantages of mobile journalism
- Develop your communication skills

Learn to communicate like the professionals on this fun and engaging one day course.
Course Details

The teaching team at Bizskool is comprised of media professionals who understand the media and how it works. This course will ensure that your team understand how to handle simple media interviews to fulfilling the role of spokesperson during a corporate crisis.

This course is focused on learning practical skills based on message clarity and understanding the audience.

Each workshop is fully interactive and centered around delivery of constructive feedback from active practitioners in the media. They will provide practical advice on interviewing skills such as bridging, addressing hostile interviews, key message insertion and interview delivery and then comment as the participants go through a number of mock interviews.

At the end of the workshop your company will be in a much stronger position to face the media than it was before and each person will be a stronger spokesperson and company ambassador.

Executive Summary

“The bespoke NBS Media Training Masterclass is tailored to your organisation’s needs, ensuring a clear focus on how to tell your story in an authoritative and empathetic way under pressure. Our highly trained experts will take you out of your comfort zone in a challenging but supportive environment to ensure all spokespeople are fully equipped to deal with any media situation.”

Media Training Masterclass

Bizskool
Crisis Management

Executive Summary
“The NBS Crisis Management course is designed to ensure corporate preparedness for a crisis. By replicating a real-life scenario relevant to your business, participants learn as they work, identifying gaps and process issues that could expose your business. Combining strategic thinking techniques with the practical delivery of a task, the team are transported out of their comfort zone and challenged to work together to manage and resolve the crisis in realistic context.”

Course Details
The expert team from the NBS will set up a war room’ at your location and provide training on the various approaches and steps required in a crisis. Once this is completed, the scenario will be unveiled and your team will be asked to respond, in real time to the crisis as it unfolds.

We recruit media experts and senior anti-terrorist police officers to act out this scenario to ensure a close reality to the situation you would face. Mentored by a small team of experts, your team would navigate the process as best they can to resolve it successfully.

A full feedback review analysis individual performance, approach and areas the business needs to address to ensure it is protected will be provided. This can form the basis of a crisis manual to be distributed company-wide to all employees.

Disasters happen, companies will be judged on how well they deal with them. Ensure your team have the best training to prevent the worst outcome.
Social Media and Business Masterclass

Executive Summary
“Delivered by experts in social media, the NBS Social Media and Business course provides basic skills in social media in a contextual setting. Case studies and real time examples are used to illustrate key points, and workshops exercises allow participants to develop their skills with expert.”

Course Details
This skills-based workshops will provide training on how to create shareable content on key social media platforms including Facebook, Twitter, LinkedIn and Instagram. You will learn how to grow and engage with your audience and how to tie your commercial strategy and communications strategy together.

The course will highlight the importance of social media for your business or organisation, and will enable you to make the most of this valuable marketing resource.
Produce a Podcast in a Day

Executive Summary

“Podcasts are a fast and efficient way to get your message across. Whether you are a business or starting on your own, our one-day intensive course sets you up to produce professional podcasts that will gain attention.”

Course Details

Whether you want to improve internal communications, train staff to be proficient in podcast development, advertise your company or are looking for ways to create brand awareness, this one day skills training course will show you how.

The experienced tutors from NBS will explain and demonstrate the A-Z of podcasting, using a combination of theory-led discussions and practical learning. You will learn and practice in the NBS pop-up studio that can travel to your location, enabling you to record your first podcast.

By the end of the session, you will understand; the elements that make a good podcast, editing and production techniques and storyboarding.

The course also explores the value podcasts can add to your business; how they can help build customer relationships and how to best reach the significant potential market beyond your existing customers.

Our tutor will provide detailed feedback on the podcast you make that day ensuring you understand the podcast’s effectiveness for future recording.
Executive Summary

“Establish yourself as a movie maker with our unique course designed to show you how to develop and produce a film on your mobile device. Our experts will show you how to develop a captivating story board and techniques to use to bring your story to life.”

Course Details

To become the next online star, you need to have the skills to build your presence and profile. Our experts will work with you to explain and demonstrate the skills and techniques needed to develop a movie on your device, demonstrating how to edit and produce your story in the most effective way.

By the end of the session, you will understand; the elements that make a good movie, script writing essentials, editing and production techniques.

Our tutor will provide detailed feedback on the film throughout the course to ensure you end up with a movie you are proud of.
NBS Professional provide a collection of courses that will launch your broadcasting career through new skills learnt in a broadcasting environment. We have identified the key areas that will help you stand out and developed a course that is practical and enjoyable.

Course Collection:

- Professional Radio Skills
- Broadcast Bootcamps
- Media and the Law
Professional Radio Skills for Presenters

Executive Summary
“Designed for those who want to pursue a career in professional radio, the NBS Professional Radio Skills for Presenters course enables students to develop their own voice whilst understanding and implementing practical editing and script writing skills.”

Course Details
During the intensive, highly practical sessions you will get a grounding in the skills required of a professional radio presenter. Through significant studio practice time and self-study assignments, you will learn how to engage with listeners by developing your voice, creativity and levels of articulation to help you stand out.

Our highly qualified and experienced teaching team will coach your voice and deliver a bespoke programme that will help get the best out of your natural ability.

Course elements include:
- Presentation skills the tricks of the trade - building a relationship; voice training,
- “Selling” music, promotions and information
- Building a profile of a target listener; matching content with the target listener; understanding and using the station style books
- Regulation essentials; Defamation, contempt, copyright and the Ofcom programming code on children, privacy, religion; health and other areas of potential controversy

Who is the course for?
- Media Graduates
- Print journalists
- Career change
Broadcast Journalism Bootcamp

Executive Summary
“An intensive course designed to equip you with all you need to start your career as a broadcast journalist. From the experts at the National Broadcasting School, NBS Professional is a fully immersive training experience that will equip you with the core skills and work experience needed to begin your broadcasting career.”

Course Details
Whether you are a print journalist wanting to acquire broadcast skills, a recent graduate, or you simply want to follow the dream to a brand-new career, this course will ensure you have all the skills necessary to make it in the competitive world of broadcast journalism.

A condensed version of the award winning three-month NBS BJTC accredited journalism programme, this four-week course includes an introduction to broadcast journalism, copywriting skills, essential broadcasting and media law, broadcasting skills, in studio training and editing. You will learn how to read the news, record and edit your own documentary, create podcasts, and create compelling social media content.

Based at the new NBS hub in the heart of Liverpool you will be constantly mentored during the process and taught all the latest techniques by current industry professionals. Our graduates have gone on to work at CNN, ITV, BBC, LBC and market leading stations across the UK so our network of alumni is strong. You will have access to this network and the opportunity to make friends for life.

As well as the academic skills, we will also provide a two-week work placement at one of our reputed NBS partner organisations to provide you valuable experience in a directly relevant field.

Who is the course for?

- Media Graduates
- Print journalists
- Career change
Media and the law

Executive Summary

“Whether you are an experienced journalist or you are in business and in need of a legal elements refresher, this course will tell you all you need to know about media law and all elements relating to legislation that could affect you.”

Course Details

From the experts at the National Broadcasting School, this intensive course will provide an overview of each facet of media law that could affect you as a journalist, or as a business professional working in communications.

Particularly focused on the legal parameters of writing for digital mediums, the course will cover theory and practical implications of:

- Libel and contempt
- Privacy and confidentiality
- Copyright
- The Data Protection Act
- Social media and the law
- Guidance on comment moderation
Executive Summary

“Clubskool gives you the skills to take you from bedroom to main room. Whether it is just a hobby, or to make a career as a professional DJ, Clubskool is here for you. Clubskool students are trained on the latest tech using advanced software by battle hardened professional DJ’s at our state of the art studios in central Liverpool...”

Course Details

We have a range of courses available to suit every skill set, from absolute beginner (Apprentice) through to having a good understanding of mixing but needing the latest technical skills (Master), to putting it all together and getting you ready to fill clubs and live the dream as a top DJ, (Professional).

We specialise in practical hands on teaching delivered by current industry professionals in a relaxed environment. We also offer bespoke one to one courses and can even help you make the most of your own kit should you wish to gain a full understanding of what you have at home. During the courses you will create a studio quality full DJ mix that you can then record to use as your first demo including your custom sweepers.
SO YOU WANNA BE A DJ

COURSES INCLUDE
ONE-TO-ONE TUITION
GROUP SESSIONS
TASTER EXPERIENCE
APPRENTICE | MASTER | PROFESSIONAL

DJ TUITION | DJ LOGOS | DJ SWEEPERS | SOCIAL SET-UP | STUDIO HIRE & MUCH MORE
Don’t just take our word for it

Since graduating from the NBS I have been part of the Radio City news and sport team, working in an exciting patch that covers plenty of fantastic stories. I’ve recently taken up the position as producer of Radio City Talk’s breakfast show, Kick Off.

Matt Jones
Multimedia Journalist/Producer / Radio City

Whether I’m reporting live from scene, reading the news or attending press conferences, the lessons learnt from the NBS course come in useful every hour of every day. All of that wouldn’t have been possible without the great team at the NBS. If you want a career in radio journalism then there’s no better place to start.

Paul Doward
Broadcast Journalist / The Wireless Group

My NBS experience led to 2 years at 5 Live. I then moved to London, freelancing on the Today programme, Newsbeat and GNS. I am now LBC’s Day Producer and also produce two weekend shows.

Chris Hemmings
Producer / LBC