

Skills Champions - Media Interview Guidance

Overview

As a Skills Champion, you may be contacted by journalists or WorldSkills UK to give interviews on your experience. It's always your choice whether you take part in interviews or media, and for additional support we'd strongly suggest sharing any external asks or opportunities with WorldSkills UK.

Below are some useful tips and guidance for interviews.

Arranging an interview

If organised through WorldSkills UK, we'll work with you to confirm a time and method of the interview (such as through phone or video call) and send through briefing notes beforehand.

If organising this yourself, for example you are contacted and asked by an external organiser, think about taking the interview in a quiet and secure location where you can speak without interruption. You can ask for the types of questions you'll be asked beforehand, how long it will take and where the interview will be published or shared.

For broadcast and social media interviews, it is also important to confirm if the interview is going out live or will be pre-recorded.

Please let WorldSkills UK know before the interview takes place as we can help with additional briefing notes. We can also support the comms team at your employer / training provider with additional content for the interview such as photos or film content.

After the interview or scheduling, make a note of these details (including where the interview will be published and when) and share them with the WorldSkills UK team. This allows us to share your interview and record the activity as part of our work.

Interview top tips

An interview is conversation; however, you will have no control over the final write up or media that is produced. It's important to be mindful of this and where possible, think about your key points you'd like to get across so they really stand out.

- **Language:** Use language that is positive and best reflects you and WorldSkills UK. Please remember to say WorldSkills UK and not WorldSkills. You might like to talk about 'skills excellence' and our 'competition development programmes'. please also name check your employer or training provider.
- **What to mention:** Most likely interviews will focus on your competition experience and the impact of this on your career. You might want to talk about

your experience and the highlights and challenges, how your training supported you to develop and overcome these, the impact of competition on your career and professional development and being a Skills Champion and what this involves.

- **Avoid any political comments or questions:** WorldSkills UK is funded by the UK government and as a result we are unable to make any political comments. Please avoid critical and political comments about skills, apprenticeships and government. Instead, you can talk positively about changes or the support you've seen or say you are unable to answer this question.
- **Challenging or difficult questions:** If you're unsure how to answer a question that's OK. Inform the interviewer or journalist that you're unable or unsure how to answer, and they can ask WorldSkills UK.
- **Remember nothing is 'off record':** everything you say to the journalist could be reported, so you may find it useful to write down some key information and messages you want to get across in your interview and practise these ahead of speaking with the journalist.

Final points

We hope this quick guide is helpful, but if you'd like a one to one check in or to discuss any interview opportunities further, please contact dseepersad@worldskillsuk.org

Commented [OU1]: Have put this in to cover of devolved competitors