

Effective Interviewing Techniques

Course Description

This course is designed for anyone who has to conduct interviews - whether you are a journalist, writer, researcher or someone who is required to undertake interviews face to face or over the phone as part of your job.

It should be noted that the course is not suitable for those wishing to conduct recruitment or HR related interviews.

The course covers asking the right questions, opening gambits, avoiding closed answers, keeping an interview on-track and how to ensure you leave an interview with the information you need.

The course also covers tips and tricks for dealing with reluctant or difficult interviewees.

Pre-Course Requirements

You need no previous experience to attend this course.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	07-02-2018 at London Bridge 09-03-2018 at London Bridge 04-04-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course Support:	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Effective Interviewing Techniques

Interviews vs conversations

- How interviews and conversations differ
- Developing an effective interview technique

Preparing for an interview

- Essential preparation
- What to research and how to research it

Discovering the angle

- Choosing an angle for the interview
- Establishing credibility and building rapport
- Structuring your questions
- Maintaining the angle
- Using body language during the interview

The interview arc

- What is the interview arc and how does it function?
- Staying focused during an interview

Different types of interviewing techniques

- Phone, email and face to face
- Advantages and disadvantages of each
- Adapting your interview style for each medium
- Avoiding closed answers

Transcribing

- Notes or recording?
- Organising your interview notes - what to use and what to throw away

Using quotes

- How to obtain quotes from an interview effectively and ethically
- On or off the record?
- Legal implications

The difficult interview

- How to deal with reluctant or difficult interviewees

The art of the 10 minute interview

- Getting the maximum from minimum time
- Using the Q&A profile structure
- Keeping them talking right to the end

Questions and answers