



COURSE

Media Training

Duration

One-day, two-days or even half a day if time is tight.

Location

We run our courses in the offices of our clients however, an external site can be sourced by us.

Learning outcomes

Changes in the media over the last decade suggest that reporting events is more diverse, more complicated and less fair than ever. How then, can novices get in the game? Designed for people who represent organisations and need to interact with traditional and non-traditional media channels, this course covers how to come across as knowledgeable and eloquent during media interviews and how to run a media campaign.

Key learning areas

Topics include:

- Defining the media in Australia and internationally
- Making the news – what works best
- Achieving results from the media
- Building relationships with the media
- Developing a media campaign – long or short
- Running the campaign as a project
- Framing your messages and staying on topic
- Choosing the best possible representative
- Preparing for an interview
- Writing a media release
- Measuring the results.

Major benefits of the course

Business benefits of this course include:

- Improved business performance and productivity
- A tangible return on training investment
- Competitive advantage due to excellent outbound and inbound communication
- Increase in reputation and word of mouth referrals
- Greater employee satisfaction and retention
- Streamlined media processes and training knowledge
- Becoming known by the media as a reliable source
- Gaining publicity via media channels not marketing budget dollars.



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Finer points

The finer points of this course include:

- It can be delivered anywhere in Australia or internationally
- Anyone at any career level can attend the course and benefit from it
- All participants receive a colour certificate on completion
- There is ample time for discussion, interaction and individual attention
- The course is delivered by experts in the subject matter
- Hands-on exercises and tasks are customised to the everyday roles of participants
- The comprehensive manual is an excellent resource post-training
- Contemporary training methodologies and adult learning principles are utilised
- The trainers deliver the material in an engaging and inclusive style.

About Clinton Communications

We specialise in written and verbal communication. Our offering includes training, communication and documentation services. We provide powerful, customised solutions designed to improve business performance and develop and retain a skilled workforce.

Contact Us

Please contact us with any questions you have or to request a proposal for delivering training in your organisation.

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