

Directors Workshop

Advanced media management

Strategies and tactics required when dealing with the media

Wednesday 8 August 2012
Canberra



Directors Workshop

Advanced media management

Are you confident in managing the media? Issues which may attract media attention can arise unexpectedly.

When speaking to the media, representatives from an organisation may be caught off guard. It is during these moments that potentially minor issues can rapidly escalate, and opportunities for projecting the right message can either be missed or if handled correctly may yield huge rewards.

In today's fast paced world, business leaders need to be more media savvy, it is imperative to understand how the media works and the ways in which journalists operate to get their story.

Facilitated by experienced communications professional, David Marshall AM FAICD, the advanced media management workshop will highlight some of the classic examples of good and bad practice of media skills in an entertaining and thought provoking atmosphere.

Throughout the workshop delegates will have plenty of opportunity to ask questions and share experiences of some of the problems that can occur when the media is not handled professionally.

What delegates will gain

- The necessary interview skills to become pro-active and take control during a pressured situation
- Strategies and tactics to navigate through 'media traps'
- Increased confidence when communicating with the media either during a crisis or unplanned event

Delegates will learn

- A variety of interview communication skills
- Ways to handle various media situations
- Video examples of case studies highlighting interview techniques.

The workshop content will touch on

1. Understanding the media

- The 3 'Ws' – who, why and what makes a great media story
- What are the 'characteristics' of major news mediums
- Uncovering the secret to being "good talent"
- Weighing up the pros and cons of talking to the media
- Determining whether to be pro-active or reactive when interacting with the media

2. Planning for your media interview

- Undertaking valuable research and planning interview objectives
- Effectively communicating key messages
- Utilising nervous energy

3. The interview

- Being aware of body language
- Helpful hints to avoid the pitfalls of media interviews
- Ways to avoid being misquoted

Speaker



David Marshall AM FAICD

Director
Talkforce Consultants
and Trainers

David is a media and communications consultant and strategist, and works

with government departments and private sector organisations around Australia on developing the skills of executives and staff to deal with the media, in particular how to handle the media in a crisis situation. He also consults to a wide cross section of private and public sector organisations on developing media and communications strategies.

David draws on his extensive experience in working in the media over a 25 year period firstly on-air, then as a journalist, and then running companies as a CEO having to front the media over many years often on contentious issues. He has been personally responsible for handling crisis situations in companies he has managed and ran the communications and media operations of ACT Emergency Services following the 2003 fires in Canberra.

David also specialises in police media management training and has worked with the Management of Serious Crime program (MOSC: one of the most prestigious training programs in the world) for the past eight years, travelling also to China and New Zealand with the MOSC team. He has presented the media component of the management courses at the Australian Institute of Police Management in Sydney for the past five years.

David received an Order of Australia (AM) for his work in the tourism, business, health and community sectors.

Event details

Date

Wednesday 8 August 2012

Time

9.00am - 12.30pm
Light lunch included

Venue

Canberra Business Events Centre
Regatta Point
Commonwealth Park
Acton

Cost (Events are GST exempt)

Members	\$270.00
Non-members	\$350.00

Places are strictly limited to 15 participants to enable a practical learning environment.

RSVP

Monday 6 August 2012

CPD

3 hours

Contact

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REGISTRATION FORM

Directors Workshop

Advanced media management – Wednesday 8 August 2012 – Canberra

Send your completed registration form to:

Australian Institute of Company Directors
PO Box 1371
Canberra ACT 2601

t: 02 6248 5954
f: 02 6248 8409
e: act@companydirectors.com.au

or register online at companydirectors.com.au

Member: Non-member:

Name:

Preferred given name:

Position:

Company:

Address:

Post Code:

Telephone:

Mobile:

Email:

Member: \$270.00 Non-member: \$350.00

Payment: (Events are GST exempt)

Places will only be reserved on receipt of payment.

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Or please debit my credit card account \$

Amex Diners Mastercard Visa

American Express is our preferred card partner.

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A full refund will be provided where written notification (by email or fax) is received at least 7 days prior to the event. Refunds are not provided for any cancellation received after this time or for non-attendance on the day. Substitutions may be made at any time.

Disclaimer

All details of the event were correct at the time of printing. We reserve the right to make changes to the event without notice where necessary.