



Media Training for Modern Leaders

Programme overview

This workshop is presented by former reporter and government press secretary Pete Burdon. His experience on both sides of the media interview allows him to offer training with the needs of both the interviewer and the interviewee in mind. The training focuses heavily on learning by doing. Each important aspect of the media interview process is covered. Good and bad examples of contemporary newsmakers are shown to highlight points before participants are asked to put their new skill into practice.

This training is unique because it covers traditional media training principles, plus what has changed in the modern era. Among other changes, this includes how to conduct Skype interviews and how preparation for media interviews has changed due to the new requirements of the news media.

Purpose

This workshop will prepare you for every media opportunity you may face as an elected official. It will also cover how you must adapt to recent changes in the news media landscape.

Target audience

Suitable for mayors, councillors and local government staff tasked with responding to the media.

Learning outcomes

By the end of this workshop you will be able to:

- › give the news media what they want while also getting your own points across;
- › respond to negative media scrutiny effectively;
- › craft the perfect sound bite;
- › avoid being quoted out of context or misquoted by journalists;
- › look and feel confident in all media interviews; and
- › communicate better with other stakeholders (consistent feedback).

Workshop fees

\$680 per person, excl. GST

Workshop timings

9am – 4:30pm