



*Open Group Workshops: Sydney, February-July 2009*

## **MEDIA RELEASE WRITING, MEDIA STRATEGY, SPEECH WRITING, PR/COMMUNICATION PLANNING**

*\$525+GST per person / workshop*

**If you're keen to develop skills in *media release writing, media strategy, speech writing or PR/communication plans*, our practical one-day group workshops are for you!**

Developed by communication and training specialists **Moore Public Relations** and **Kennedy Communications**, these popular workshops are ideal for people working in public relations, marketing and other communication roles. Limited to ten participants to maximise personal attention, our workshops are interactive, hands-on and full of real-life examples and group discussion, underpinned by a wealth of useful information and a comprehensive workbook. More than 90 per cent of participants rate our workshops as 'EXCELLENT' on all aspects!

### **SYDNEY WORKSHOP PROGRAM: FEBRUARY TO JULY 2009**

#### ***WRITING EFFECTIVE MEDIA RELEASES THAT GENERATE COVERAGE* – 26 February**

This workshop covers all the basics of how to plan and write effective media releases that generate coverage, including how to identify news and find the best 'hooks' or angles, as well as content, structure and writing style. The interactive workshop includes practical writing exercises and individual feedback during and after the session.

#### ***STRATEGICALLY TARGETING MEDIA: HOW TO PLAN, PACKAGE & PITCH YOUR STORY* – 26 March**

Learn how to deal more effectively with the media in this workshop, which covers how to select the right media, tailor and package media information, plan the timing of your media campaign, and implement activities from writing a pitch email to holding a media conference.

#### ***PREPARING A PUBLIC RELATIONS/COMMUNICATION PLAN* – 21 May**

A well considered plan is the essential foundation for a successful public relations campaign, regardless of its scope or budget. This interactive workshop covers the ten key elements of a comprehensive public relations/communication plan, including how to develop media relations and issues management strategies, objectives, target publics, research, timing, budgeting, and evaluation.

#### ***WRITING SPEECHES THAT KEEP AUDIENCES LISTENING* – 9 July**

This practical workshop coaches in the art of properly preparing speeches that are impactful, interesting, and memorable (for all the right reasons!). Using a combination of theory, speech examples and writing exercises, the workshop covers how to: plan and structure a speech, use persuasive and interesting language, tell stories to bring your topic to life, and craft powerful introductions and conclusions to ensure your speech is memorable.

#### **SUITABLE FOR BEGINNERS AND 'REFRESHERS':**

While the emphasis is on learning the fundamentals, our workshops are also suitable for people who have experience in the subject but feel they would benefit from a refresher, formal training, more practise, new ideas or inspiration. Each workshop features a combination of theory, case studies and practical exercises, with participants from a range of organisations and industry sectors adding fresh perspectives, insights and experiences to the mix.

*...tell me more...*

## YOUR TRAINER:

**Carol Moore** is an award-winning public relations consultant, corporate writer, and qualified trainer who is passionate about writing and communication. She is the principal of Sydney consultancy Moore Public Relations, a boutique agency she founded in 2000 after 12 years with large consultancies. Her communication experience spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business. Carol is a Member of the Public Relations Institute of Australia and holds a degree in Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

## WHAT PARTICIPANTS HAVE SAID ABOUT OUR WORKSHOPS:

“Excellent examples and case studies, and lots of relevant and valuable up-to-date information.” *Laura Peitrantonio, PR Account Coordinator, Napoleon Perdis*

“Great course, especially doing it with people from other industries/organisations. Creates a shared learning environment.”  
*Tammy Ingold, Public Affairs Officer, NSW Fire Brigade*

“It was a great refresher and I learned a lot. It was good to see other ways to target media outside the obvious publications.” *Megan Allman-Hore, Account Executive, Palin Communications*

“Out of all of the courses, classes, etc, that I have attended, the speech writing course was one of the best I have been to. I really enjoyed myself and I cannot stress how much I have learnt.” *Harley McNamara, Journalist, Media & Public Affairs, Rockdale City Council*

“Very interesting and practical. I learnt more today about PR and media strategy than I did in two semesters of third-year university. Congratulations on such a comprehensive and informative program!” *Kate Drewitt-Smith, Account Executive, Maxted Thomas PR*



## VENUE:

Most Moore PR/Kennedy Communications workshops are held at the offices of the Public Relations Institute of Australia, Suite 33, 94 Oxford Street, Darlinghurst, Sydney. Our media release writing workshop on 26 February will be held at Kennedy Communications' studios in Sutherland, 40 minutes from Sydney CBD or airport by car (parking available) or 30 minutes by train (station is two minutes' walk away).

## YOUR INVESTMENT:



**For \$525+GST per person per workshop**, you receive a **full day of training** (9am-5pm) and a **comprehensive workbook**.

**RESERVE YOUR PLACE TODAY** or find out more by calling Carol Moore on 02 9560 2826 or emailing [carolmoore@moorepr.com.au](mailto:carolmoore@moorepr.com.au).

## WANT US TO COME TO YOU?

If you'd prefer an in-house workshop or a private coaching session, we travel anywhere in Australia and New Zealand. In addition to the above topics, we offer workshops on: *Media Interview Techniques, Presentation Training, Crisis Management* and *The Essentials of Effective Business Writing*. Alternatively, we can tailor a workshop to suit your specific needs. **Please contact us for details.**

