



## One-Day Open Group Workshop

# **STRATEGICALLY TARGETING MEDIA: HOW TO PLAN, PACKAGE AND PITCH YOUR STORY**

Sydney, 9am-5pm, Thursday 26 March 2009

\$525+GST per person (maximum 10 people in group)

Generating media coverage for your story involves more than just writing an impactful media release (although it's a great start). Dealing effectively with the media requires an understanding of how the media works, what information journalists, news directors, producers and editors may find interesting, and how to best 'pitch' or present your story.

**STRATEGICALLY TARGETING MEDIA: HOW TO PLAN, PACKAGE AND PITCH YOUR STORY** is an interactive one-day workshop that provides valuable insights and guidelines on the art of strategically targeting media and is limited in size (maximum 10 people) to ensure personal attention. Developed by **Moore Public Relations** in consultation with **Kennedy Communications**, the workshop includes practical exercises, relevant examples and real-world case studies, not just theory. The emphasis is on ensuring you quickly learn the fundamentals of planning, packaging and pitching your story to the media in a stimulating, informal atmosphere that encourages participant interaction and group discussion.

### KEY ASPECTS COVERED IN THE MEDIA STRATEGY WORKSHOP:

- Deciding which media sectors and journalists to target
- Packaging the elements of your story according to what different media want/need
- Using media kits, video/audio news releases and photographs to tell your story
- Writing an impactful 'pitch' email to suggest a story, interview, etc
- Selecting appropriate media events: media conferences, photo opportunities, stunts
- Timing your media activity: the news cycle, lead times, embargoes, exclusives, etc
- Identifying and making the most of proactive and reactive media opportunities
- Communicating effectively with media – the do's and don'ts

(Please note that media release writing is covered in our separate yet related workshop: *Writing Effective Media Releases that Generate Coverage.*)

### WHO SHOULD ATTEND?

The workshop is suitable for anyone who wants to learn how to deal more effectively with the media, from **public relations** and **media relations personnel**, to **marketing executives** and **businesspeople** who want to undertake their own publicity. It's also **great as a refresher** if it's been a while since you have communicated with the media or need some new ideas and inspiration!

### 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.

...tell me more...

## COMMENTS FROM PREVIOUS PARTICIPANTS:

“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*



“Really useful course. Great to draw on Carol’s experience as well as all the experience in the group.” *Elizabeth Lawrence, Project Officer – Media, Sydney Water*

“Well delivered, enjoyable, great information and answers to questions. Thanks!”

*Dominique La Bouchardiere, A/Senior Corporate Affairs Adviser, Sydney Harbour Foreshore Authority*

## VENUE:

This Moore PR/Kennedy Communications workshop is held at the offices of the Public Relations Institute of Australia, Suite 33, 94 Oxford Street, Darlinghurst.

## YOUR INVESTMENT:

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



Payment may be made by cheque or electronic funds transfer (we do not take credit cards). Our payment terms are 14 days from the invoice date or five business days before the workshop, whichever comes first.

Please note that unless we have agreed alternative arrangements in writing, we may assign your place to someone else and/or decline entry to the workshop if payment is not received by the due date.

## RESERVE YOUR PLACE TODAY:

Please contact Carol Moore on 02 9560 2826 or [carolmoore@moorepr.com.au](mailto:carolmoore@moorepr.com.au) to check availability of places in the workshop. Then, simply complete the attached booking/training needs form (one copy per participant) and fax it back. We will then send you a tax invoice; your place in the workshop is confirmed when payment is received.

**OUR WORKSHOPS:** Moore Public Relations and Kennedy Communications offer workshops on: *Writing Media Releases, Strategically Targeting Media, Media Interview Techniques, Speech Writing, Presentation Training, Preparing a PR/Communication Plan, Crisis Management and Essentials of Effective Business Writing.* Please contact us for details.

## NON-ATTENDANCE, CANCELLATION & TRANSFER POLICY:

- We do not refund your workshop fee unless we cancel or postpone the workshop due to insufficient registrations or circumstances beyond our control.
- You may nominate someone else to attend the workshop in your place at any time.
- **If you (or a nominated colleague) are unable to attend the workshop, you need to advise us in writing at least two weeks before the workshop date;** you may transfer your booking to another scheduled workshop or, if a further workshop on your chosen topic is yet to be scheduled, a credit note will be provided.
- In exceptional personal circumstances, we may consider cancellations or transfers within the two-week period. If this occurs, you may be charged a \$150+GST administration fee.



**Workshop Booking & Training Needs Form**  
**STRATEGICALLY TARGETING MEDIA: HOW TO PLAN, PACKAGE AND PITCH YOUR STORY - 26 March 2009**

Please fax your completed form to Carol Moore on 02 8569 0236

PARTICIPANT'S NAME			
PARTICIPANT'S JOB TITLE			
ORGANISATION NAME			
ORGANISATION ADDRESS			
CONTACT PHONE NUMBER			
EMAIL ADDRESS			
SIGNATURE (indicates acceptance of payment terms & cancellation/transfer policy)			
CONTACT PERSON/DETAILS FOR INVOICE (if different to above)			
HOW DID YOU FIND OUT ABOUT THE WORKSHOP? (Please indicate with * or underline)	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;">           Previous workshop            Kennedy Communications' website            Moore Public Relations' website            Email about workshops         </td> <td style="width: 50%; vertical-align: top;">           Google / other search engine            PRIA / RCG / IABC            Recommended by (please specify):         </td> </tr> </table>	Previous workshop Kennedy Communications' website Moore Public Relations' website Email about workshops	Google / other search engine PRIA / RCG / IABC Recommended by (please specify):
Previous workshop Kennedy Communications' website Moore Public Relations' website Email about workshops	Google / other search engine PRIA / RCG / IABC Recommended by (please specify):		
INDUSTRY SECTOR Please indicate the industry in which you work or, if you are a PR/marketing consultant, the sector in which you specialise e.g. health, IT, government			
LEVEL OF EXPERIENCE Please indicate your level of experience in dealing with the media. If you have some experience, please also indicate the types of stories you publicise and the media you target.	No experience A little experience Quite experienced Very experienced		
YOUR TRAINING OBJECTIVES: What specifically do you hope to gain from the workshop? Are there any particular skills you would like to learn and/or improve on?  Please include any other details that you feel may help us meet your training needs.			