

PR Media Training

Course Code: S200047

Date	Time	Sessions	Day	Venue	Fee
23 May 2009	9.30am – 5.00pm	1 session x 7.5 hours	Saturday	City Campus	\$295
10 October 2009	9.30am – 5.00pm	1 session x 7.5 hours	Saturday	City Campus	\$295

Description

How can you be totally confident when dealing with the media? Build your skills and knowledge with this practical full-day training, being coached and guided by media experts. Learn how and when to proactively approach the media with success. Feel in control when the media turns on the pressure. This training is a must for anyone who suspects they will one day face either the print or electronic media in their career.

Content

How the media works, what journalists are looking for and why, and how you can work effectively with them to get the results you want.

- What's news, what isn't and why
- Journalists: what drives them and why
- Interviews: how they work and why
- Experience a print media and electronic media interview

Outcome

You will be able to give a media interview confidently and effectively.

Suited to

- People working in public relations or related jobs
- Those who want to start a public relations career
- Managers who supervise staff in public relations departments
- Those studying in the communication field

Materials supplied

Course notes will be supplied.

Materials to bring

Pen & paper.

Award

Participants will be awarded an RMIT Statement of Participation.

Course Presenters – Neil Spark & Doug Weller

Neil Spark is the Publisher and Managing Editor of the RACV magazine RoyalAuto. He has more than 25 years' experience in journalism, publishing and media relations.

Doug Weller established Corporate Media Services in 2004. Corporate Media Services conducts media training and presentation skills training programs throughout Australia and the South Pacific.

Doug brings to his training programs 30 years experience in journalism. This includes 13 years with the ABC in Sydney, Melbourne, Brisbane and Canberra and Washington D.C.

For more details: www.corporatemediaservices.com.au

Fee discounts

PRIA members are entitled to a discounted fee of \$260. Students are entitled to a discounted fee of \$150.

Related Short Courses

Other Continuing Professional Education (CPE) courses:

- The Keys to Event Management
- Crisis Management
- Media Release & PR Writing
- Strategy Planning – Focusing your strategy for outstanding outcomes
- Managing the Angry Mob – Community Engagement
- Writing Influential Speeches
- Dealing with Difficult Situations
- Integrated Communication (new in 2009)
- New Media (new in 2009)

Also available at RMIT is the Public Relations Certificate, with four units:

- PR Principles & Practices
- Media Relations
- PR Writing
- Strategic PR & Planning

Enquiries and Enrolments

Phone	Mail	Online	Fax
9am - 5pm weekdays +61 3 9925 8111	RMIT Training Pty Ltd PO Box 12058 A'Beckett Street Melbourne VIC 8006	Web www.shortcourses.rmit.edu.au Email enquiries@rmit.edu.au	Fax enrolment form to +61 3 9925 8134

Continuing Professional Education Program 2009

How do your skills shape up when dealing with the changing role of the public relations practitioner or when dealing with issues preparedness, risk mitigation and crisis management? Being ahead of local and global trends and being conversant with new technologies and their influence in changing behaviours and/or improving reputation will mean greater value for the role of public relations, and better realised business and organisational outcomes.

PRIA Victoria is committed to ongoing education for our industry practitioners. We have entered into a joint initiative with RMIT University to offer a range of training workshops to equip practitioners with more skills and abilities to achieve outstanding outcomes. Taking part in these specially designed courses will further enhance your own career goals and success.

Pia De Lima

President
Public Relations Institute of Australia (Vic)



Can you afford not to be informed and proactive in today's best practice public relations market? RMIT University, an Australian leader in public relations education, provides practitioners and students of public relations with the opportunity to build their skill base and knowledge with hands-on workshops and trainings.

Highly qualified, experienced practitioners reveal their hard-won secrets and knowledge, providing expertise on a range of specially selected topics. The guidance, insights and skills of these practitioners, earned in the local and international markets, can dramatically boost your confidence and your public relations career.

Ms Maggie Walsh, MA (Hons), MPRIA
Senior Lecturer and Program Director
RMIT University



How will I benefit?

You will learn advanced aspects of public relations and build your practical professional skills, giving you the edge in best practice. All participants receive a Certificate from RMIT on successful completion.

Who should apply?

- People working in public relations or related jobs
- Those who want to start a public relations career
- Managers who supervise staff in public relations departments
- Those studying in the communication field.

Program details

Individual trainings or workshops are designed to work for you. They run over four hours in the evening, or between 9.30 am – 5.00 pm on weekdays and some weekends (full day). Book early to avoid disappointment.

Fees and applications

Application for admission to each course is to be made on the short course enrolment form.

You can also enrol online at www.shortcourses.rmit.edu.au

Short course terms and conditions can be found on the enrolment form or can be viewed online.

Standard Fee: Cost per unit is \$195 for evening sessions and \$295 for full day sessions.

PRIA Members: Cost per unit is \$180 for evening sessions and \$260 for full day sessions.

Students: Cost per unit is \$120 for evening sessions and \$150 for full day sessions (copy of student card required).

Need more information?

Visit our website for individual course flyers.

Contact RMIT Continuing Education Centre:

Telephone: +61 3 9925 8111

Facsimile: +61 3 9925 8134

Email: enquiries@rmit.edu.au

Website: www.shortcourses.rmit.edu.au



2009

RMIT/PRIA Public Relations

Continuing Professional Education Program



CONTINUING PROFESSIONAL EDUCATION

Officially endorsed by the
Public Relations Institute
of Australia (Victoria)

Program calendar 2009

The Keys to Event Management

Course code: S200053

Tuesday 31 March (9.30 am–5.00 pm)

Wednesday 26 August (9.30 am–5.00 pm)

How are events such as festivals, sporting events and conferences effectively pulled together? The principles that apply to large events also carry through to smaller events. This training will help you initiate and organise events that produce top results. Successful promotion and event management requires highly developed, multi-tasking skills and clever planning. Learn how to maximise the impact of your event and successfully obtain the media coverage you need.

Presenter: Kerrie Millburn-Clark, Communication Consultant

Crisis Management

Course code: S200028

Thursday 30 April (9.30 am–5.00 pm)

Monday 3 August (9.30 am–5.00 pm)

What happens in a company when the worst-case scenario hits? Public relations practitioners have been the traditional managers of crises in organisations—but company protocols and policies must be in place before a crisis erupts. Classic and contemporary crisis events in Australia have parallels in other countries, establishing useful lessons for organisations wanting to design their own crisis communication plan. This workshop explores the design of realistic programs to plan for and handle crises, plus practical exercises that demonstrate how to minimise damage to your organisation.

Presenter: Andrew Kilsby, Communication Consultant

Strategy Planning—Focusing Your Strategy

For Outstanding Outcomes

Course Code: S200069

Thursday 21 May (9.30 am–5.00 pm)

Wednesday 30 September (9.30 am–5.00 pm)

Good strategy relies on a particular way of thinking – with a combination of clarity and creativity. Strategic thinking adds excellence to proposals, campaigns and promotional events; it is usually the element that clients and CEOs are seeking. Learn how to plan strategically so that your professionalism and success rates soar. This training will use case studies and reveal hard-won secrets to ensure that participants identify, develop and focus their own strategies.

Presenter: Noel Turnbull, RMIT Adjunct Professor
Former Director, Turnbull Porter Novelli

Media Release and PR Writing

Course Code: S200062

Saturday 30 May (9.30 am–5.00 pm)

Thursday 9 July (9.30 am–5.00 pm)

Saturday 17 October (9.30 am–5.00 pm)

Wednesday 2 December (9.30 am–5.00 pm)

How can you improve your media release writing skills to ensure your organisation gets the best coverage? Good writing skills are essential—and you must know what editors and journalists are looking for. Learn how to create well-written media releases that produce top results.

Presenter: Maree Curtis, RMIT Lecturer,
Former Editor, *Herald Sun Sunday Magazine*

Integrated Communication

Course Code: S200081

Tuesday 2 June (5.30 pm–9.30 pm)

This workshop looks at strategy development in integrated communication campaigns, investigating the best creative approaches to hit home. It looks at the combined roles of advertising and public relations, correct targeting, matching mediums and preparing concise briefs for creatives to get the results you want.

Presenter: Dave Schloeffel, Communication Consultant

PR Media Training

Course Code: S200047

Saturday 13 June (9.30 am–5.00 pm)

Saturday 10 October (9.30 am–5.00 pm)

How can you be totally confident when dealing with the media? Build your skills and knowledge with this practical full-day training, being coached and guided by media experts. Learn how and when to proactively approach the media with success. Feel in control when the media turns on the pressure. This training is a must for anyone who suspects they will one day face either the print or electronic media in their career.

Presenters: Neil Spark, Publisher and Editor, *RACV RoyalAuto* magazine
Doug Weller, Director, Corporate Media Services

Managing The Angry Mob—Community Engagement

Course Code: S200068

Monday 15 June (9.30 am–5.00 pm)

Thursday 10 September (9.30 am–5.00 pm)

Dealing with an angry public and building good community relations can challenge anyone. This training looks at issues that arise, and proposes solutions to prevent projects from being swamped by

negative community opinion. It focuses on the keys to identify and anticipate trouble spots, meaningful communication that allows everyone to be heard and tips to ensure success.

Presenter: Rose Thomas, MPRIA, Account Director, SOCOM

Writing Influential Speeches

Course Code: S200074

Friday 26 June (9.30 am–5.00 pm)

Friday 23 October (9.30 am–5.00 pm)

A brilliantly written speech can sway an audience and win favour for the presenter. Flow, logic, structure, timing and choice of natural words are vital. Learn how to draw verbal pictures, use smooth transitions and avoid complicating sentences so that people hear clearly and really consider what you're trying to say. Masterful speechwriting is an art—one that can carry you far in your career.

Presenter: Geoff Kelly, Director, Kelly Strategic Influence

New Media

Course Code: S200080

Thursday 2 July (5.30 pm–9.30 pm)

The Internet has forever changed communication for PR specialists. Rapidly shifting ground means practitioners cannot continue to deliver products that depend on an 'old media' approach. New PR depends on new media—a whole network of interactions. This workshop explores the history and definitions involved in new media. Learn about the interactive world of Web 2.0 and the benefits and drawbacks of digital media and tools such as blogs, podcasts, social networking, forums, chats and instant messaging.

Presenter: Dave Schloeffel, Communication Consultant

Dealing With Difficult Situations

Course Code: S200071

Tuesday 14 July (9.30 am–5.00 pm)

Afraid you might lose the upper hand in a difficult situation with a client or boss? Learn techniques to ensure that you maximise your chances of maintaining control and achieving your outcomes in the most trying situations. Discover how to lead management, clients or peers to win/win results. Find out how to focus on building instant rapport and breaking down barriers. See how objections can be easily overcome by simply choosing the right responses to challenge pre-conceived ideas. Explore ways of building and maintaining effective long-term relationships.

Presenters: Alan Mason, Master NLP Practitioner
Maggie Walsh, MA (Hons), MPRIA, Master NLP Practitioner