

## CASE STUDY

### **MEDIA AWARENESS – things that everyone should know**

Being a media consumer is one thing, but to be engaged and in the media requires both understanding of what diverse media platforms need and how your organisation can engage the media to boost profile, brand and enhance reputation.

In a dynamic and engaging workshop One Degree can build the skills of participants that are immediately applicable.

We teach:

- what the media needs
- what journalist love and hate
- strategic and tactical steps to convey your message and the planning required
- talking effectively to journalists
- confidence building steps
- mistakes and pitfalls to avoid
- effective execution

This workshop is designed to ensure that all participants (board members, work teams, cross disciplinary professionals and sector colleagues) are ready to tell their story for media use in an appropriate and impressive manner.

One Degree has led academics, not for profit boards and senior company leaders in this highly rated workshop. These sessions have led to improved profiles, greater brand recognition and engagement with community and clients.

The workshop is delivered by Andy Farrant (15 years media director experience) and award winning journalist Victoria Laurie (ABC radio, television, The Bulletin, The Australian, The Monthly).

Comments from workshop participants include:

- ***Brilliant workshop - appropriate and pragmatic.***
- ***It was very valuable. Thank you very much. I understand the importance of media, which I have been ignoring.***
- ***Excellent - the conversation style was an excellent approach.***