

## June Workshops

### Presentation Skills: 2 June

8.30am to 10.30am

You may be surprised to know that presentations can actually be interesting! From learning how to engage with your audience to avoiding death by Powerpoint, Jeannette Button will present a hands-on workshop that will change your mind about presentations.

- Learn how to establish objectives and appeal to your target audience
- Understand how to use props and technology to your advantage when speaking to a colleague or potential client
- Develop techniques for dealing with nerves
- Learn how to see presentations as a chance to network and interact with others

### Media Training: 3 June

8.30am to 10.30am

Can't get your media release run in the paper? Wondering why that journalist won't call you back? There's more to working with the media than putting some lines down on paper and hoping for the best. You need to understand what makes news and how to get noticed. Tracy Jones will give you valuable inside information on how to make your release stand out from the crowd in this two hour workshop.

- Understanding what makes news and why
- Using basic news values to get your own story noticed
- Writing a media release that won't end up in the round filing bin
- Tips to getting the media to notice your news story
- What to do when a journalist rings
- Surviving your interview

### Crisis Communication: 4 June

8.30am to 10.30am

Don't wait for a crisis to happen before you learn how to deal with one. This workshop will provide invaluable information for a variety of businesses. From learning how to determine the severity of a crisis to knowing what traps to avoid, Tracy Jones will help your communications department stay cool calm and collected during what would be an otherwise stressful time.

- Understand what a crisis is and why communication is so important to surviving one



Think outside the circle.

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- Learn strategies for managing a crisis
- Understand the traps that you can easily fall into during a crisis
- Develop an understanding of the media and their role in your crisis

## Strategic Communication Planning: 5 June

8.30am to 10.30am

Creative Territory is a firm believer that strategic thinking leads to creative excellence and real results. We have mastered the technique of a 'plan on a page' and now we want to pass on our creative insight to you.

- Learn how to develop a plan on the page: a document that helps you understand exactly what you want to achieve and how you can make it happen
- Learn how to develop a timeframe from this plan and plot milestones on the way
- Implement your campaign from your plan on a page

## What else do I need to know?

**Cost:** \$150 per person per workshop or \$500 for all four workshops.

**Where:** Creative Territory, 3/55 Cavenagh St Darwin.

Fill in the details below and **fax to 8941 9169** or email [darwin@creativeterritory.com](mailto:darwin@creativeterritory.com)

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## Please book me a place:

- |   |   |
|---|---|
| <input type="checkbox"/> Presentation Skills  | <input type="checkbox"/> Media Training                   |
| <input type="checkbox"/> Crisis Communication | <input type="checkbox"/> Strategic Communication Planning |

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



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