



Peak Services delivers deep expertise in the local government sector. We understand the business of councils. Challenge us.

MEDIA AND COMMUNICATIONS MASTERCLASS WORKSHOP - 1 DAY COURSE

REGISTER NOW
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AUDIENCE

Presented by Media and Communications expert, Kim Skubris, Peak’s Masterclass Workshop can be customised to individuals or groups who need to increase and improve on their media presence and presentation skills.

Participants receive personal interviewing techniques training and can choose from a number of short course topics as listed.

One-on-one media coaching is available as a one-off session or as on-going training in communication and media techniques.

COURSE DETAILS

Broadcast journalist Kim Skubris presents this engaging and interactive workshop. With over 25 years of local and international broadcasting expertise, Kim brings a wealth of media knowledge and experience to her professional, fun, informative and challenging workshops to help participants gain increased confidence in telling “their story”. Kim’s mantra is that she “leads from the heart” in everything she does to bring value to each participant and organisations she engages with.

SHORT COURSE TOPICS

- What makes a good story
- Message creation
- How to handle a media enquiry
- Social media trolls vs social media angry customers
- How to manage a tricky interview and the importance of “bridging” statements
- How to ensure you get your message across
- Practical on-camera interviews
- How to present yourself and overcoming nerves using phone video capabilities
- Where to film, lighting, sound, background
- Tips on how to overcome a fear of public speaking
- Managing nerves and finding resonant tone with breathing exercises
- How to engage with the audience
- Using video for social media
- Recording a two minute takeaway message
- Tips on recording for social media
- Creating a powerful message & mindset



LEARNING OUTCOMES

Participants in this engaging workshop will gain increased confidence in working with the media, communicating assertive messages, increase their public speaking abilities as well as their social media presence and engagement. Participants will gain improved professional presentation skills feel confident in future media interactions.

Duration and Location

Our standard structure for this course is 1 day but can be customised to suit. Our program can be delivered in any metropolitan or regional area of Queensland. Customisation is available to suit specific requirements.

WANT THIS COURSE RUN IN-HOUSE FOR YOUR COUNCIL? CONTACT US FOR A QUOTE

