

Training Prospectus



Online and in-person training anywhere in Australia



BUILD LEADERSHIP CAPABILITY THROUGH EFFECTIVE COMMUNICATIONS

Communication is at the heart of everything you do. Get it right and you build trust, engagement, and influence. Get it wrong and your reputation may be at risk, or you may not achieve your desired impact. Our training builds:

- Leadership communication capability
- Stakeholder trust
- Spokesperson readiness
- Confidence answering questions under scrutiny
- Community engagement capacity

WHY WORK WITH KIRSTY?

LocalBuy pre-qualified trainer, award-winning former ABC journalist Kirsty Nancarrow has spent more than 30 years in media and senior communications roles. Federal, state, territory and local governments, peak bodies and universities trust Kirsty to train their leaders. She also has a proven track record building capacity for storytelling and advocacy in First Nations and community organisations. Kirsty works closely with individuals and groups to develop communications capability in a range of settings – including public forums, private meetings, media interviews, estimates hearings, and social media. Kirsty has spent most of her career in regional Australia and brings a deep understanding of the complexities of these environments to her training.



"I recently attended a training session with Kirsty and left feeling inspired, prepared, and motivated. She teaches with clarity, authenticity, and practical wisdom. I walked away knowing my next step and with a clear picture of the long-term path ahead."

"I recently attended one of Kirsty's Disaster Media Training workshops. Her knowledge and experience in journalism, working with and managing the media is invaluable. She provided great insight into communication planning, how to compile a compelling, media-friendly press release alongside excellent guidance on how to handle an interview. Couldn't recommend her more!"



TRAINING OVERVIEW

- Each session is tailored to the participant's needs and roles within their role/region.
- Training can be delivered in-person or online.
- Prices start at \$295+GST

HALF DAY GROUP MEDIA TRAINING:

Modules can include:

- What to do when a journalist contacts you
- What makes a story newsworthy and what the media needs from you
- Developing key messages with impact for proactive and reactive scenarios including disasters/incidents
- Interview techniques and how to stay calm and on-message
- Understanding and handling media tactics
- Presentation tips – how to warm up and project your voice, the importance of body language, how to hold yourself in front of a camera, what to do with your hands, and how to connect with your audience.
- On-camera interview practice

FULL DAY MEDIA TRAINING:

The half-day group media training session above, followed by an afternoon of individual media coaching and on-camera interview practice, review and feedback. Key spokespeople will have one-on-one intensive interview coaching and on-camera practice sessions with Kirsty to build confidence and media performance skills, tailored to their specific role and needs.

HALF DAY INDIVIDUAL MEDIA COACHING:

- Can be split over 2 x 2-hour sessions
- Includes the content from the half day group session, with more time allocated for developing key messages and on-camera interview practice

2-HOUR INDIVIDUAL MEDIA REFRESHER SESSION:

- Suitable for key spokespeople who have had prior media training and experience. An intensive refresher to hone key messages and build confidence through on camera interview practice.

1-HOUR INDIVIDUAL INTERVIEW COACHING SESSION:

- For key spokespeople with prior media training and interview experience. An intensive interview preparation and on-camera interview practice session developing and delivering key messages.



1-HOUR ESTIMATES PREPARATION:

- For officials and organisations preparing to handle questions at Estimates hearings. Learn how to focus and stay on track with key messages and deliver information clearly and calmly under pressure.

2-HOUR PRESENTATION SKILLS WORKSHOP:

- Build confidence delivering presentations in person and online
- Turn your slides into an engaging tool that will help you stay on track and connect with your audience
- Tips and techniques to help you project your voice and keep you calm and focused
- How to handle challenging questions from your audience

2-HOUR COMMUNITY ENGAGEMENT/ADVOCACY WORKSHOP:

- Reaching your audience
- The power of storytelling to engage your audience
- Leveraging the media/social media to connect and build trust
- Tailoring your message and approach to diverse communities
- Responding to misinformation and community resistance

WHAT IS INCLUDED?

- A consultation to ensure the training delivers the organisation's desired outcomes and meets participant needs
- Professional camera equipment for "As live" interview practice during media training
- Post-course resources to reinforce the training
- On-camera interview practice recordings if requested

