



# Training Prospectus





**KEY TRAINING OUTCOMES:**

- Gain an in-depth understanding of the media and what makes a story newsworthy.
- Build confidence with on-camera media interviews and public presentations
- Learn techniques to stay on message and remain calm when engaging with the media or the public.

Each session is tailored to the participants' needs and roles within their role/region.

**TRAINING OPTIONS:**

**FULL DAY MEDIA TRAINING: \$5500 – covers up to 10 people**

A morning group media training session followed by individual media coaching and on-camera interview practice in the afternoon. Please see example schedule below. Modules may include:

- Media policy and procedure - your obligations
- Understanding the media
- Exercises to stay calm and project your voice
- Interview techniques including tips for staying on message
- A session developing key messages around potential media issues
- On-camera interview practice in front of the group for a couple of the participants

During the afternoon, key spokespeople will have one-on-one intensive interview coaching and on-camera practice sessions with former ABC journalist Kirsty Nancarrow to build confidence and media performance skills, tailored to their specific role and needs.

**HALF DAY GROUP MEDIA TRAINING: \$3500 - up to 10 people. Additional attendees \$320pp.**

**HALF DAY INDIVIDUAL MEDIA COACHING: \$1100**

- 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: \$550**

- 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: \$295**

- 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.

\*Training can be delivered in-person or online. Travel costs are additional.



**2-HOUR PRESENTATION SKILLS WORKSHOP: \$550pp up to 4 people or \$3000 up to 20 people**

- Build confidence delivering presentations in person and online
- Turn your boring 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 WORKSHOP: \$550pp up to 4 people or \$3000 up to 20 people**

- Why community engagement matters
- The power of storytelling to engage your audience
- Using 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

**Example Full Day Media Training Schedule**

Session Title	Content
<b>SESSION 1:</b>  <b>Understanding the media</b>	<ul style="list-style-type: none"><li>• The role of communications</li><li>• Your obligations – policies</li><li>• What journalists want</li><li>• The different needs of radio/television/magazine etc</li></ul>
<b>SESSION 2:</b>  <b>Being prepared to deal with the media</b>	<ul style="list-style-type: none"><li>• What makes a story newsworthy?</li><li>• The importance of preparation</li><li>• Exercise: Identify key messages/issues and prepare for a mock interview</li></ul>

# Regional Media Training

OWN THE STORY



<b>SESSION 3:</b>  <b>Presentation and interview skills</b>	<ul style="list-style-type: none"> <li>• Techniques to stay calm and project your voice</li> <li>• Body language</li> <li>• How to prepare for different interview types</li> <li>• Interview dos and don'ts</li> <li>• Tips for staying on message and managing challenging questions from the media/public</li> <li>• Exercise: On camera interview practice and review in front of group with a couple of participants.</li> </ul>
<b>AFTERNOON SESSIONS</b>	<p>One-on-one intensive coaching sessions tailored to the individual's needs and role to build confidence and capacity with media interviews. Includes on- camera interview practice. Duration 25-60 minutes per session depending on the number of participants.</p>

## ABOUT YOUR TRAINER:

Kirsty Nancarrow has more than 30 years of media industry experience. She is an award-winning former ABC journalist and senior communications professional. Clients include the Federal, Northern Territory and Queensland Governments, Local Councils, Aboriginal Medical Services Alliance Northern Territory, Regional Development Australia Tropical North, James Cook University, Central Land Council, CASA Services, Northern Territory Electoral Commission, North Queensland Women's Legal Service, Northern Queensland Primary Health Network, NPY Women's Council, Darwin Port, Territory Generation, Access Community Housing, Community Enterprise Queensland, Torres and Cape Hospital and Health Board, and Cairns Chamber of Commerce.

[Read client testimonials](#)

