

COMMUNICATIONS

WORKSHOPS

Counsel Communications is offering a series of workshops designed to enhance your skills and support your business outcomes. *Workshop numbers are limited to 10 participants per session and refreshments will be provided.*

WORKSHOP FACILITATORS:



CASEY CAHILL
Managing Partner



SIMON BAILEY
Partner & Creative Director

WORKSHOPS:

MEDIA PERFORMANCE TRAINING [3 hours]

Practical skills to become a better media performer, including handling curly questions, staying on message and giving your best TV and Radio performance every time. *The session includes interview role play with an experienced news camera operator.*

The workshop includes:

- Understanding what media want from you.
- Interview Preparation & Performance
- Handling a Hostile Interview
- Realistic Television & Radio Interviews
- Review & Feedback

COST	DATES	TIMES
\$450 + GST per person	Friday, 23rd October 2020	1pm - 4pm

GENERATING CONTENT [3 hours]

The art of unearthing newsworthy media stories and captivating content for your social media channels and website. We'll give you the top tips to successfully share your story and bolster your personal brand and/or business.

The workshop includes:

- Identifying a good news story
- Pitching to journalists
- Content Strategy & Channelling
- Creating captivating content
- Amplifying your message
- Content Planning

COST	DATES	TIMES
\$450 + GST per person	Thursday, 22nd October 2020	9am - 12pm

CRISIS & ISSUES MANAGEMENT [4 hours]

Reputation survival skills for you and your business before, during and after a crisis or contentious issue. We will upskill you to be in control of your message and protect your brand in the face of chaos and high risk.

Session includes a light lunch.

The workshop includes:

- Crisis planning
- Identifying issues or crises
- Fact finding
- Dealing with external stakeholders (including media)
- Internal & External communications
- Managing your message
- Crisis recovery

COST	DATES	TIMES
\$750 + GST per person	Wednesday, 21st October 2020	9am - 1:30pm

WORKSHOP PACKAGES

PACKAGE	COST
MEDIA PERFORMANCE + CREATING CONTENT	\$800 + GST
MEDIA PERFORMANCE + CRISIS & ISSUES MANAGEMENT	\$1,100 + GST
CREATING CONTENT + CRISIS & ISSUES MANAGEMENT	\$1,100 + GST
ALL THREE WORKSHOPS	\$1,400 + GST

Note: Where packages are purchased, organisations do not need to send the same representative to each session.



TRACY VO
Nine News
Presenter &
Reporter

“Simon Bailey is a consummate media relations professional who understands news and how to work with journalists to ensure they get the information they need in the required time frame.”



AARON MOREY
Chief Economist,
Director of Policy
and Campaigns,
CCIWA

“Simon and Casey are the ultimate professionals, and masters of their art. The work they did to help me prepare for the media was invaluable, and a lot of fun too. They covered every possible aspect of interacting with the media, right down to the fine details. I highly recommend their services.”

“Simon Bailey led a media training session on how to handle uncomfortable situations and respond to the ‘curly’ questions. Simon’s vast and varied media experience was most beneficial in demonstrating the opposing viewpoint in the interactions that often occur between local government and the media.”



VICTORIA BROWN
Esperance Shire
President