



GROUP
emc

WINNING MEDIA RELEASES

generate interest, get coverage,
enhance your reputation

Regardless of the shift to immediacy via new media and the 24-7 news cycle, Media Releases remain the primary tool for creating awareness of messages or events in the journalistic world.

The reality is however, that many go straight to the recycle bin, which is a waste of time, money and effort.

So the dilemma becomes:

How to create professional cut-through Press Releases that entice and even guarantee media coverage.

This workshop revisits and reinforces the fundamentals of using Media Releases to tell your organisation's story.

It creates specific understanding of what journalists are actually looking for and why, in order to create a compelling news story and ultimate media coverage.

It provides very practical skills in creating powerful Media Releases and maximising the likelihood of story generation, as well as controlling the published angle, to effectively manage and enhance your organisation's reputation.

Why GroupEMC?

We have coached more than 5000 Australian business leaders and public figures over the past two decades and now you can use the same insights to influence people to achieve your corporate objectives.

Our method is the result of hands-on experience in strategic communications and media presentation, and taps into more than 25 years of journalism, media and corporate communications experience.

Who it's for:

- Marketing & communications officers, who may not have been trained as journalists
- Businesses and associations who may not have dedicated media officers

What you'll learn:

- What News is
- How the Australian media behaves and why
- How to professionally and credibly engage with the media
- How to construct your compelling story and strengthen your story pitch
- 10 Rules of Writing
- Media Release Do's and Don'ts
- How to effectively use quotes and grabs for useability and memorability
- How to more effectively create audience connection (based on simple core belief frameworks and human interest triggers)

How you'll learn:

- ½ day workshop (may also be delivered to full communications/public affairs teams as a tailored 1 day workshop with more practical work, development of real materials for current issues or future events, or evaluation and improvement of previous Releases)
- contextual material coverage
- explanation and provision of specific tools and techniques

What you'll take away:

Each participant receives a comprehensive suite of customised handouts and template tools that immediately equip participants to generate successful Releases.

For bookings and enquiries:

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