



## **Media Savvy Workshop: Get more media coverage and master your interviews**

### **For CEOs, Board Members, Executives & Marketing Professionals**

Media coverage positions you as a leader, expands your profile exponentially and allows you to set the agenda.

Nothing is as fast and cost-effective and gives credibility and influence that no other marketing option can match.

Media coverage is there for the taking if you know what media wants.

It can boost your brand, help your campaigns and boost your bottom line.

Others only learn about the power of media when things go wrong – and by then it's too late.

Even if media isn't part of your plan, one day the media will come knocking - so it's smart to prepare.

This workshop has two purposes - help you secure more media coverage and help your spokespeople thrive in the media spotlight.

- ◆ Identifying, creating and packaging stories
- ◆ Media release writing
- ◆ Deciding your issues and expertise
- ◆ Pitching stories to media
- ◆ Identifying media targets and building media relationships
- ◆ Creating a journalist-friendly website
- ◆ Damage control techniques
- ◆ Maximizing media opportunities such as conferences, awareness days, milestones and annual events

## **Brett de Hoedt Media Savvy Workshop**

**Date:** Tuesday 16 March 2021

**Time:** 9.45am – 4.00pm

**Venue:** Lady Bay Resort  
2 Pertobe Road,  
Warrnambool

**Attendance:** CEOs, Board Members, Executives and Marketing Professionals

**Contact:** Richard Zerbe  
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**Presenter: Brett de Hoedt**



Brett de Hoedt is a former print journalist, television publicist and radio broadcaster.

His consultancy, Hootville Communications, has worked on communications, campaigns and marketing for 1000+ clients since 1999, overwhelmingly nonprofits. Brett and his team have racked up over 1000 media hits for clients. He regularly acts as a media spokesperson.

He knows what the media wants and how clients can gain from a quality media performance. He works with extroverts, introverts and everything in between. His sessions are practical, never formulaic and downright enjoyable.

He has delivered workshops to Australian Red Cross, WWF, Oxfam, Berry Street, AusAID, Australian Conservation Foundation, Leading Age Services Australia, headspace, National Heart Foundation, City of Melbourne and 1000 others. He was invited to address 520 campaigners from 21 countries about media at Al Gore's Climate Reality training event.

99% of his work is with nonprofits and has trained organisations in marketing and campaigning around some tough issues including: foster care, child neglect, psychiatric disabilities, carers, asylum seekers, climate change, family violence, aged care, hepatitis, Indigenous reconciliation and more.

He has trained Olympic athletes, TV celebs, Indigenous Australians, people with intellectual disabilities, sex workers, people for whom English is a third language, climate scientists, prisoners, farmers, volunteers, teenagers and many, many CEOs.

Join Brett for a practical, challenging and dynamic workshop that provides lasting impact on your media skills.

**To help your spokespeople thrive in the media spotlight we'll cover:**

- What makes "good talent"?
- Video of good and bad talent
- Dealing with difficult questions
- Questions to ask a journalist pre-interview
- Deciding your key messages
- Finding your best examples and explanations
- Handling (crazy) talkback calls
- Public apologies
- Taking control of an interview
- LOTS of rehearsal and feedback

**Value:** This workshop is being offered at half the standard fee. Beyond the workshop there are comprehensive notes and 12-months on-call coaching.

**Tuesday 16<sup>th</sup> March 2021, Lady Bay Resort, 2 Pertobe Road, Warrnambool**

**9.45 am**                      **Registration & Morning Tea**

**10.00 am**                     **Workshop Commences**

**4.00 pm**                      **Workshop Concludes**

Morning Tea and Lunch provided.



All information contained in this flyer is correct at the time of sending, but may be subject to change.

Bookings:

**Yes! Please register me for Brett de Hoedt's Media and Communication Workshop**

All registrants receive a free copy of the accompanying notes and 12 months of on demand coaching

**Community Southwest Inc. ABN 11 621 726 202**

**Tax Invoice/Registration Details:**

Name/s & Position/s: \_\_\_\_\_  
\_\_\_\_\_

Organisation: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

I enclose payment of \$\_\_\_\_\_ for \_\_\_\_\_ people. Payment details as follows:

**\$595 (GST incl.) per person**

**Yes, please register me for (complete the following details)**

Location	Date	Venue	No. of People
Warrnambool	Tuesday 16 March 2021	Lady Bay Resort 2 Pertobe Road Warrnambool	

Direct Credit to - Account Name: Community South West BSB Number: 803 073  
Account Number: 100022438(Please include first Initial & Surname in Account Description)

OR  Cheque payable to: Community Southwest

OR Charge my Credit Card:  Master Card  VISA

Card # \_\_\_\_\_ Expiry \_\_\_\_ / \_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

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[executiveofficer@communitysouthwest.com](mailto:executiveofficer@communitysouthwest.com) or Fax 03 5561 8805 or

Mail to Community Southwest Inc, 210 Timor Street, Warrnambool 3280