

# Strategic Communication & Messaging

## Course Agenda

**Date:** Friday 12 April 2024

**Melbourne Location:** TBA

**9:00 am** Arrival (30 mins)

**9:30 am** Intro, outline of the day, housekeeping, etc. (10 mins)

**The starting point – Contractual obligations relating to Communication (5 mins)**

**The media agenda – what makes news? (30 mins)**

- Understanding what's newsworthy and why
- Interactive Exercise & checklist

**Basics of crisis media management (45 mins)**

- How media operate in a crisis & implications
- Different needs of various media formats
- Hear from major industry experts

**11:00 am** Break (30 mins)

**11:30 am** Course Recommence (90 mins)

**Setting the narrative – messaging for media & communities (15 mins)**

- Insights from major industry experts – video clip
- How to engage, who with, critical milestones
- preparing succinct, strategic messaging

**Importance of community engagement in infrastructure (60 mins)**

- Interactive Exercise
- Planning your communication – structure, template

**The role of politics and key media influencers on infrastructure (15 mins)**

- Case studies to discuss

**1:00 pm** Lunch (30 mins)

**1:30 pm** Course Recommence

**Preparing media / community messaging (60 mins)**

- Language and structures
- Video examples shown
- Interactive Exercise– individual message preparation

**Dealing with high emotion – empathy & self-emotional regulation (20 mins)**

**2:50 pm** Break (15 mins)

**3:05 pm** Course Recommence (40 mins)

**Controlling media interview / community discussion (25 mins)**

- Technique & examples

**Media performance elements – broadcast media focus (15 mins)**

**3:45 pm** Wrap up – questions / key take-outs (15 mins)

**4:00 pm** Workshop concludes