



STRATEGIC COMMUNICATION and MESSAGING



Course Outline

Overview

Strategic Communication and Messaging is a one-day workshop designed to increase the knowledge, competence, and confidence of participants in their interactions with media and community members around infrastructure projects.



Format:

1. **Hearing from experts** – view interviews and discussions with key industry leaders
2. **Theory** – step-by-step methodology for planning and preparing public messaging
3. **Practical exercises** – preparing messaging, situational analysis, practice media interviews
4. **Discussion** – troubleshooting, feedback

This highly practical workshop covers:



The media news agenda – what's newsworthy, what's not & why



How media operate

- when the news is good (*proactive media engagement*)
- when the news is bad (*crisis media management*)



Planning public messaging – a strategic approach for media and community engagement



Structuring messages – ensuring the correct content, context and length of messages



Essential elements of communicating with community – situational analysis, dealing with high emotion, staying in control



Performance elements – TV & radio interviews, addressing community meetings



Sonia Zavesky – Facilitator

Sonia was a former ABC journalist, presenter, local government reporter, NSW political reporter, and newsroom Chief of Staff. She is a mentor and facilitator with the Global Women's Network for the Energy Transition (GWNET). Her previous clients are Sydney Metro, Transport for NSW, Dept of Premier and Cabinet, NSW, Infrastructure Australia, Westconnex, Transurban, Western Sydney Airport, John Holland Group, and Port Authority of NSW.