

Strategic Communication and Messaging

Course Agenda

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