

Media and Communications Masterclass

Increase and improve your media presence, presentation skills and interviewing techniques

About the Workshop

Participants in this engaging workshop will gain increased confidence in working with the media, communicating assertive messages, and increasing their public speaking abilities as well as their social media presence and engagement. Participants will gain improved professional presentation skills to feel confident in their future media interactions.

Workshop Topics

Participants receive personal interviewing techniques, and the workshop can be customised from a number of short course topics:

- What makes a good story
- Message creation
- Media angry customers
- How to manage a tricky interview and the importance of “bridging” statements
- How to ensure you get your message across
- Practical on-camera interviews
- How to present yourself, and overcoming nerves using phone video capabilities
- Where to film, lighting, sound and background
- Tips on how to overcome a fear of public speaking
- Managing nerves and finding resonant tone with breathing exercises
- How to engage with the audience

Course Topics (continued)

- Using video for social media
- Recording a two minute takeaway message
- Tips on recording for social media
- Creating a powerful message and mindset.

Course Details

Delivery:	Inhouse and Virtual
Time:	1 day
Class Size:	15 max
Cost:	On request

About the Trainer

Broadcast journalist Kim Skubris presents this engaging and interactive workshop. With over 25 years of local and international broadcasting expertise, Kim brings a wealth of media knowledge and experience to her professional, fun, informative and challenging workshops to help participants gain increased confidence in telling “their story”.



Kim’s mantra is that she “leads from the heart” in everything she does to bring value to each participant and organisation she engages with.

**Our standard structure for this course is 1 day but can be customised to suit.
Our program can be delivered in any metropolitan or regional area of Queensland.**