



MELBOURNE
PR & MARKETING
distinctive brand presence

Half-day Media Mojo

A hands-on workshop for small business

- Got a great story to tell but not sure how to go about it?
- Want to build a public profile in your local community? Statewide? Nationally? Internationally?
- Want free publicity for a new product or service?

In this half-day, hands-on course, you'll learn what makes the media tick and how to get media exposure for your business



- ✓ Discover how the media works
- ✓ Learn what makes a story newsworthy
- ✓ Decode the five essential ingredients of a media release
- ✓ Identify story ideas for your business
- ✓ Find out how to pitch your story to journalists
- ✓ Learn how to build a positive public profile for your business
- ✓ Learn how to organise a photo opportunity
- ✓ and much more!

At venues across Victoria

Strictly limited places.

Find out about upcoming events:

Infoline: **1800 677 600**

Web: **www.mprmg.com.au/events**

*Delivered by media specialist Ros Weadman
FPRIA, MD, Melbourne PR & Marketing*

Media Mojo kit for all attendees.

Head Trainer, Ros Weadman FPRIA



Ros Weadman FPRIA is a leading authority on brand visibility, communication and reputation with extensive media experience.

A national and state award-winning marketing and public relations professional with over 30 years' experience in the industry, Ros draws on her specialist knowledge and expertise to design and deliver tailored consulting services, training and coaching programs for business.

Ros has exceptional experience in media and issues management.

She has provided high-level communications and media advice to executives and political leaders, and has led crisis communications teams responding to some of Australia's highest profile incidents and issues, including the Cranbourne Methane Gas crisis (2008), Black Saturday fires (2009), Springvale Salmonella outbreak (1997) and Victorian Gas crisis (1998).

Several of Ros's media campaigns have won state and national awards with the Public Relations Institute of Australia.

A professional writer, Ros is the author of *BRANDcode*®, a practical marketing guide for business owners. She has also written thousands of online and offline marketing resources, media releases and speeches, including for the Premier of Victoria.

Since establishing Melbourne PR & Marketing in 2011, Ros has delivered strategic communications advice and plans, advocacy, project management, copywriting, training, coaching and other consulting services to small and medium-sized businesses as well as government organisations.

Ros is tertiary qualified in professional communication, business management, psychology and secondary education, is accredited with the International Association for Public Participation and is an accredited consultant / trainer of Extended DISC diagnostic tool. Ros is a Fellow of the Public Relations Institute of Australia.

"Finding Ros Weadman was a breath of fresh air. She listens. She gets it. Everything just works. She is professional, dedicated and timely. And she really knows her craft. Basically, I can't recommend her more highly. If you need PR, or even if you aren't sure what you need, talk to Ros. I'm really glad we did."

Ray Keefe - Managing Director, Successful Endeavours. Casey Cardinia Business and Professional Services Award Winner 2016

Find out more about our **Half-day Media Mojo** workshops:

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