

# Course News

Don't wait for *Course News*!

...keep up with developments on *Facebook* instead!

### Inside this Issue:

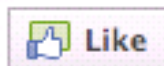
- 1** Move over to Facebook to keep up with training opportunities!
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### For all your public affairs training needs...

The screenshot shows a Facebook page for 'Public Affairs: Courses and Training'. The page header includes the Facebook logo, a search bar, and the page name. The left sidebar contains navigation options like 'Get Started', 'Wall', 'Hidden Posts', 'Info', 'Photos', 'Links', 'Questions', 'Welcome [2]', and 'Welcome'. The main content area shows a post from 'irs Recruit Courses' titled 'Public Affairs: Courses and Training'. The post text says: 'For anyone interested in learning how to produce videos for YouTube we have a course (Media 106 - Video Production for Social Media) running on 23 February in Canberra. To book visit <https://acrobat.com/?d=4ppcjT0dICOA57Yj6iLSBQ> which has an overview of course content.' Below the text is a YouTube video player with the title 'Why YouTube is changing and why you should care' and the URL 'www.moneytized.com'. The post has 10 likes and 2 comments. Another post below it says 'We are trialling a facebook advertising campaign from mid-January to mid-February for our courses to see how it goes. Just downloaded an interesting e-book: "How to Run a Facebook Page that Rocks" so we can learn more.'

## Like Us on Facebook!...or Follow Us on Twitter!

Recruitment links:



Training links:



## 2012 Course Content

Book any course [online now](#).

### 15 Feb 2012 **Comms Strategy 101: Develop a Communication Strategy**

This course covers the core principles of planning and writing a communication strategy. Learn how to set realistic goals for your communications exercise, identify key messages and the best communications tools and channels to reach key target audiences. Develop your own strategy during the day and learn from those who've run campaigns that work.

Topics include:

- The role of the communication strategy – determining if you need one.
- Setting objectives and developing key messages
- Identifying target audiences and key stakeholders
- Choosing appropriate tools and channels
- Timelines, budget and evaluation



### 17 Feb 2012 **Media 102: Writing an Effective Media Release**

A practical workshop on how to write basic and advanced media releases for government and corporate organisations. Learn how to construct an effective and newsworthy media release in the style that journalists prefer; when to use graphs and data, how best to present your story and appropriately targeting and distributing your releases.

Over 90% of media releases go straight in the bin – this course is devised for those who want to be part of the other 10%. Targeting the right media in the right way

Topics include:

- Do and Don'ts of media releases
- Professional layout & design
- Using quotes, data & statistics
- Writing releases the way journalists prefer
- Target the right media, the right way



### 23 Feb 2012 **Social Media 106: Video Production for Social Media**

This course is designed to provide you with the knowledge of how to produce a credible *YouTube* video for your organisation or your business. Created by professionals with experience in producing budget-savvy videos for their organisations, you'll gain practical experience and insights from a news media cameraman, a corporate public affairs officer and a business owner who just "gave it a go".

You'll write and shoot a short script, learn about key production values such as lighting, sound and editing and how to obtain the best outcome on a tight budget.

Topics include:

- identifying good and bad video production values (and avoid shoddy production values that will make your video look cheap)
- tips about your budget, equipment, talent, lighting, sound & editing
- navigating the corporate / government approval process.
- technical knowledge such as how to physically upload a video to YouTube.
- and, importantly, plenty of workshop time to practice on the day.



## Book your place now!



## 2012 Course Content

### 24 Feb 2012 *Media 103: Liaising with the Media*

Developed for anyone who is required (as an individual or representing an organisation/government) to contact and/or interact with the Australian media. Starting with 'the elements of a good news story', this interactive course includes liaising with the Press Gallery, understanding which journalists to work with and the appropriate times and means to contact them. Senior journalists share their knowledge, their pet likes and dislikes, how newsrooms operate and how to play 'the media game'.

Topics include:

- What makes a good story from a newsroom perspective
- What journalists expect from public affairs officers
- Understanding how to play the 'media game'
- Building rapport with the media and the Canberra Press Gallery
- Practical workshop – *Calling the Media*



### 29 Feb 2012 *Events 101: Running and Hosting an Event*

Hosting and running events can be fraught with problems if you don't get the basics right. This course covers the essentials of running both small and large events as well as government and corporate functions. Using practical exercises, we work through the key stages of hosting a professional event, focusing on the importance of the planning and preparation stages and how professional post-event analysis can ensure continued success of an event.

Topics include:

- Planning and preparation
- Event risk management
- Budget preparation and promotion
- Organising equipment, staff and catering
- Post-event analysis



### 2 March 2012 *Writing 103: Government & Public Service Writing*

A training course devised primarily for Territory, State and Federal public servants seeking to enhance and improve specific written skills. This course focuses on writing briefs, ministerials, policy documents, question time briefs (QTBs), possible parliamentary questions (PPQs), questions on notice, memos, minutes and other public service and government documents. A must for those in government departments and agencies.

Topics include:

- Understanding government writing requirements and style guides
- Planning and preparing documents of differing length and style
- Ministerial, parliamentary and question time documents
- Writing memos, emails and correspondence
- Proofreading and editing



## Book your place now!

Courses and booking forms: [www.publicaffairs.com.au/courses](http://www.publicaffairs.com.au/courses)



## Why people like our courses...

Book any course [online now](#).

Our Presenters are real people, working in the industry with decades of experience in their area of expertise.

They like to share what they know—and we provide lots of handouts for later reference (in fact, people offer to buy them, but they aren't for sale).

Our Visiting Professionals (two additional visitors during the day) talk about the topic from their unique perspective as well.  
...plus you hear from other attendees on the day.

Our courses are fun, fast-paced and above all, very practical.

## What do we teach?

### Mindsets!

We get you inside the minds of people who do things extremely well. People who have spent decades working in their field and know it inside out.

What's the best way to learn? Find someone who's done it all before—and knows all the insider tips and tricks.  
...and, importantly, is willing to share that with you.

### The mindsets of people who:

...are very good at liaising with the media (print, radio, TV, online journalists).

...are very good at running events, have organised national events reported on by national media or community consultation events or Ministerial launches, etc.

...are very good at taking market research and working out how to then communicate with their various stakeholder groups, and when, and knowing how to determine if it was successful or not.

...are very good at writing for different audiences and different channels (magazines, newspapers, internal newsletters, specialist publications).

## Book your place now!

## Current Timetable – Feb / Mar 2012

### Canberra Timetable: February / March 2012 (Face-to-Face courses)

Note: Tailored training are courses specially run by clients who engage us to prepare specific course content and deliver it to their personnel only.

Course Date	Length	Course Code / Booking Forms (Just click on the link to open a booking form)	Course Name	Status (Min course number: 6) (Max course number:10)	Comments
Wednesday, 15 February 2012	Full day	<a href="#">Comms Strategy 101</a>	Develop a Communications Strategy	Now taking bookings!	<b>Learn how to set realistic goals for your communications exercise, identify key messages and the best communications tools and channels to reach key target audiences.</b> Develop your own strategy during the day and learn from those who've run campaigns that work. Compare your strategy with our reference library of ones others have developed.
Friday 17 February 2012	Full day	<a href="#">Media 102</a>	Writing an Effective Media Release	Now taking bookings!	<b>Learn how to construct an effective and newsworthy media release in the style that journalists prefer; when to use graphs and data, how best to present your story and appropriately targeting and distributing your releases.</b> Over 90% of media releases go straight in the bin – this course is for those who want to be part of the other 10%.
Thursday, 23 February 2012	Full day	<a href="#">Social Media 106</a>	Video Production for Social Media	Now taking bookings!	<b>Learn the basics of creating quality corporate videos for social media and other purposes, on any budget.</b> You'll be writing short scripts, pointing the camera, learning about key production values such as lighting, sound and editing and how to obtain the best outcome on a tight budget.  Learn how to identify good and bad video production values (and avoid shoddy production values that will make your video look cheap), about what equipment to use/buy, talent, lighting, sound and editing and more navigating the corporate / government approval process. There'll be plenty of workshop time to practice with the equipment on the day.
Friday 24 February 2012	Full day	<a href="#">Media 103</a>	Liaising with the Media	Now taking bookings!	<b>Starting with 'the elements of a good news story', this interactive course includes liaising with the Press Gallery, understanding which journalists to work with and the appropriate times and means to contact them.</b> Senior journalists share their knowledge, their pet likes and dislikes, how newsrooms operate and how to play 'the media game'. Developed for anyone who is required (as an individual or representing an organisation/government) to contact and/or interact with the Australian media.
Wednesday, 29 February 2012	Full day	<a href="#">Events 101</a>	Hosting and Running an Event	Now taking bookings!	<b>This course covers the essentials of running both small and large events as well as government and corporate functions.</b> Using practical exercises, we work through the key stages of hosting a professional event, focussing on the importance of the planning and preparation stages and how professional post-event analysis can ensure continued success of an event.
Friday 2 March 2012	Full day	<a href="#">Writing 103</a>	Government and Public Service Writing	Now taking bookings!	<b>A training course devised primarily for Territory, State and Federal public servants seeking to enhance and improve specific written skills.</b> This course focuses on writing briefs, ministerials, policy documents, question time briefs (QTBs), possible parliamentary questions (PPQs), questions on notice, memos, minutes and other public service and government documents. A must for those in government departments and agencies.
Thursday 16 February or 1 March 2012 (Final date TBD)	Full day	<a href="#">Writing 104</a>	Writing Features & Articles	Now taking bookings!	<b>Feature writing for magazines, newspapers and newsletters requires a professional methodology for organising and presenting information.</b> This interactive and practical workshop shows how to take raw source material and develop and shape it into compelling and properly structured feature articles.

On our website's booking and timetable page (illustrated above), just follow the orange links for the booking forms.

# Course Statistics

*Our track record is the best feedback we can provide,  
So here are the overall results from our standard and tailored courses:*

## Snapshot

98.8% course attendees rate our courses as "good" to "excellent"

Average rating is 4.3 out of a maximum 5

98.3% of course presenters are "good" to "excellent"

>40% of attendees return to do a 2nd, 3rd, 4th or 5th course with us..

81% of attendees are referred to us by a colleague or via one of our publications.

## Who trains with us?

205 organisations so far including:

2	International Organisations
26	Australian Federal & State Government Departments
51	Government Agencies & Statutory Authorities
14	State Government Agencies
4	Political Parties (Parliamentary representatives & staff).
50	Not-for-Profit Organisations
8	Secondary & Tertiary Education Sector Organisations
12	Industry Associations
38	Private Sector organisations - including media organisations

## What do people who attend our courses think?

Feedback forms show:

98.8% of attendees say our course content is "good" to "excellent"

- The average rating of our courses is 4.27 (out of 5).

Course Attendees consider:

98.3% of our course presenters as "good" to "excellent"

90% of our course presenters as "very good" to "excellent"

- On average, they gain a 67.5% increase in *knowledge* as a result of attending one of our courses.

...and they like our courses so much that:

Over 40% have returned to do a 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> or 5<sup>th</sup> standard course with us.

## How do people who attend our courses hear about us?

Feedback forms show:

46% of attendees were referred to us by a colleague.

35% of attendees came via our publications (Course News & Job Alert!)

## Bookings:

[www.publicaffairs.com.au/course/cs\\_bookings.html](http://www.publicaffairs.com.au/course/cs_bookings.html)