

21 March, 31 May & 21 August
2017

Other dates available on request

Media Training

This training course teaches small groups (*minimum of 4 people per class*), how to handle media enquiries and questions, and get the right message across by using real-life situations, especially being prepared for serious incidents on construction sites.

Methods of how to develop and deliver the right message to the right audience are taught using a mix of theory, demonstration and one-on-one practical exercises.



Brief course outline:

- Getting your message into the media.
- Preparing for an interview.
- Eliminate jargon.
- Make a good impression.
- Stay on track.
- How to say 'no comment' in a more positive way.
- On-camera interviews and playback analysis.

To keep control of all dealings with the media you need to know only a few simple but effective tools and techniques. Media training instills confidence that a positive outcome can be reached whether you are participating in proactive or reactive communications.

DATE/s: Tuesday 21 March, Wednesday 31 May & Monday 21 August, 2017
Also, other dates available on request.

TIME: 12.00pm - 4.00pm

TRAINER: "LastSay." Communications – Director, Donna Cole

VENUE: Master Builders, Level 3, 35-37 Havelock Street, West Perth

COST:

	Minimum group booking of 4 persons
MBA Member	\$1000.00 per person
Non-member	\$1500.00 per person

If you require further assistance, call us on **9476 9800** or email training@mbawa.com

*Prices subject to change. This course is not subsidised by the Construction Training Fund (CTF).

MEDIA TRAINING

21 March, 31 May & 21 August, 2017

12.00pm - 4.00pm

Course date (please tick): **Tuesday 21 March** **Wednesday 31 May** **Monday 21 August, 2017**
(minimum of 4 persons per class) **Other dates request.**

PARTICIPANT DETAILS:

Surname:	First name:
Date of birth:	
Mobile:	Email:
Home address:	
Suburb:	Postcode:
Job/Trade title:	
Job description (brief detail):	

EMPLOYER/COMPANY DETAILS:

Master Builders member name:		
Employer/company name:		
Address:		
Suburb:		Postcode:
Contact name:		Email:
Phone:	Fax:	Mobile:
Please <u>tick</u> the industry sector in which you work		Commercial <input type="checkbox"/> Housing <input type="checkbox"/> Engineering <input type="checkbox"/>

PAYMENT DETAILS

Payment must be received prior to the course date to secure your place & receive your confirmation.

EMAIL: training@mbawa.com **FAX:** 9476 9881

POST: Master Builders Training Department, P.O. Box 167, West Perth WA 6872

Minimum group booking of 4 persons	
MBA Member	\$1000.00 per person
Non-member	\$1500.00 per person

Please note that course costs subject to change.

Method of Payment	Cash <input type="checkbox"/> Cheque <input type="checkbox"/> Credit Card <input type="checkbox"/> Money Order <input type="checkbox"/>	Amount: \$
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Credit Card Details (please tick):	Bankcard <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>
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Card number: _ _ _ _ / _ _ _ _ / _ _ _ _ / _ _ _ _	Expiry date: _ _ / _ _
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Cardholders name:	Signature:
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Cancellation Notice	<i>A refund will not be provided for no shows on the day of the course, or cancellations less than 5 working days prior to the course date. You may, however, substitute another person up to 24 hours prior to the course.</i>
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