

Media Training



Elevate your media engagement skills

AAP Media Training Workshops

Australian Associated Press (AAP) has been a critical part of the Australian media landscape for over 75 years. By being a core part of the daily media, AAP is well positioned to offer comprehensive media training for communications professionals.

Our training courses cover key topics that are pivotal for effective media strategy. Each course is led by a professional trainer with extensive journalist and commercial media relations experience.

Workshop topics in 2011 include:

- Effective Media Release Writing
- Media Interview Techniques
- Managing the Media in a Crisis
- Custom courses to your training needs

Features of Media Training

All our media training courses feature:

- Led by expert media trainers with years of experience on both sides of the communication fence
- 1 day intensive training for minimised time out of the office
- A mixture of individual and group exercises, designed to reinforce learning outcomes
- All meals, snacks, beverages and workshop materials provided.
- Hosted in our dedicated training rooms
- Certificate of completion

AAP can also create customised courses:

- For individuals or groups
- Held at your office, our facilities or anywhere else you require
- We can offer any of our public sessions or customise content based on your unique requirements
- Additional areas of expertise including spokesperson training, interview strategy, maximising the media and crisis management



"It was great; so much was fit into the days training. Well worth it, I recommend to any media operator/publicist."

Key benefits:

- Courses structured for minimal time impact
- Individual exercises combined with group discussion and participation for a dynamic learning environment
- Courses held across Australia, allowing for complete flexibility
- All courses are led by ex-journalists with significant training and media experience
- Courses are suitable for participants of all levels, regardless of experience

For more information or to register your interest, please do not hesitate to contact the AAP Media Training Team

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