

CLIMATE MEDIA CENTRE

CPP Summit Media Spokesperson Training

*2:00 – 5:30pm, Wednesday 18th October 2018
The Pavilion Kiama*

This **INVITATION ONLY** session for Mayors, elected representatives / delegated media spokespeople will assist in messaging for media opportunities including:

- Policy or strategy launches
- Responding to climate disruption (eg extreme weather events)
- Climate solutions & new initiatives

Numbers are strictly limited so submit your request early to avoid disappointment. Prospective delegates will be asked to complete a pre-training survey outlining your previous experience to help with the session planning. Preference will be given to less experienced media performers or under-resourced councils.

RSVP to info@cppsummit.org.au

PROPOSED AGENDA

<i>2:00-2:15pm</i>	Welcome and introductions
<i>2:15-2:45pm</i>	How to communicate climate change Media 101
<i>2:45-3.10pm</i>	Team exercise - Key Messages
<i>3.10-3:30pm</i>	<i>Afternoon tea</i>
<i>3:30 – 4:45pm</i>	Individual interviewing practice
<i>4:45pm</i>	Group de-brief & wrap-up
<i>5:30pm</i>	Close

About the workshop leader

Liz Stephens is the Director of the Climate Media Centre, a not-for-profit PR agency which trains everyday Australians feeling and seeing the impacts of climate change to be media spokespeople including farmers, fire fighters and doctors now.



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Liz has 15 years experience in government, strategy and public affairs including as Senior Media Advisor at the City of Sydney