

CLIMATE MEDIA CENTRE

CPP Summit Council Media Spokesperson Training

*Thursday 18th October 2018, The Pavilion Kiama
Location: Saddle Back Room Lower Ground Floor*

*2:00 – 3:00pm: Presentation & key messages exercise for invited delegates
3:30-4:30pm: One on one interview training for invited Mayors*

This afternoon session for Mayors, elected representatives and 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

Prospective delegates will be asked to complete a pre-training survey outlining their previous media experience to help with the session planning.

RSVP to info@cppsummit.org.au

AGENDA

<i>2:00-2:10pm</i>	Welcome and introductions
<i>2:10-2:45pm</i>	How to communicate climate change Media 101
<i>2:45-3.00pm</i>	Team exercise - Key Messages
<i>3.00-3:30pm</i>	<i>Afternoon tea</i>
<i>3:30 – 4:30pm</i>	Individual interviewing practice 1 on 1 for 4 invited Mayors
<i>4:30pm</i>	Close

About the workshop leaders

The Climate Media Centre is a not-for-profit PR agency and spokesperson bureau which trains everyday Australians feeling and seeing the impacts of climate change to be media spokespeople including farmers, fire fighters, teachers, local government and health sector workers.

The Climate Media Centre has provided tailored training to hundreds of climate change communicators across Australia and generates more than 6,000 media items a year.