

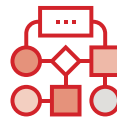
## PLATFORM'S SERVICE OFFERINGS:

### CREATIVE



- Graphic design
- Logos and corporate identity
- Websites
- Newsletters and fact sheets
- Reports, prospectus, IPOs
- Brand management
- Exhibitions and collateral
- Signage

### STRATEGY & CORPORATE AFFAIRS



- Stakeholder engagement
- Community development
- Financial communications
- Internal communications
- Government relations and analysis
- Marketing (b2b)
- Media – digital and traditional
- Thought leadership / content marketing
- Social investment
- Crisis and issues management
- Change management
- Indigenous relations
- Technical writing

### DIGITAL



- Websites
- Email newsletters / updates
- SEO
- Analytics
- Digital media plans
- Reputation monitoring / indexing

**To find out more about our services and what  
we can do for you, please contact us:**

**a:** Suite 8, 1 Albert Street, North Perth,  
Western Australia 6006

**t:** +61 8 6467 7640

**e:** [platform@platformcommunications.com.au](mailto:platform@platformcommunications.com.au)

**[www.platformcommunications.com.au](http://www.platformcommunications.com.au)**

**f** /platformcommunicationsperth

**t** /weare\_platform

**in** /platform-communications-pty-ltd

# THE NEW 'FACE' OF MEDIA TRAINING IN PERTH

## WE HAVE THE BEST PEOPLE

We are experienced in the resources sector, providing high-calibre, strategic communication strategies and creative advice to many of Australia's leading mining and resource companies.

### TIM MCMILLAN Media Training Consultant

Tim is a media professional with a wealth of experience across television, radio and digital platforms. Tim anchored Nine Perth's weeknight news for five years and launched Perth's first live and local morning bulletins, Today Perth News.



Tim is an experienced MC and facilitator and currently works in radio and on several new media projects. As a journalist himself, Tim has a comprehensive understanding of how the media operates and what motivates journalists. Platform are excited to welcome Tim to the team, who will be offering the below services for our clients:

- Media Training
- Presentation Training
- Interview Techniques
- Event MC Services
- Copywriting & Editing

a: Suite 8, 1 Albert Street, North Perth,  
Western Australia 6006

t: +61 8 6467 764

e: [platform@platformcommunications.com.au](mailto:platform@platformcommunications.com.au)

[www.platformcommunications.com.au](http://www.platformcommunications.com.au)

## MEDIA TRAINING PACKAGES:

### ORGANISATION/GROUP TRAINING

Tailored media training session for your team that includes both theory and practical components:

#### Theory and media insights:

- Understanding what motivates the media
- Advantages and disadvantages of communicating with the media
- Tips to develop relationships with journalists
- The different types of interviews
- Developing key messages
- Conveying confidence and poise
- Preparing for interviews.

#### Practical role-plays:

- Tailored Q&As relevant to your industry/organisation
- A hypothetical scenario
- 1:1 live response training
- 1:1 constructive feedback

### INDIVIDUAL TRAINING

Join our media training course where you will meet individuals from cross-industries and share the experience.

#### Theory and media insights:

- Understanding what motivates the media
- Advantages and disadvantages of communicating with the media
- Tips to develop relationships with journalists
- The different types of interviews
- Developing key messages
- Conveying confidence and poise
- Preparing for interviews.

#### Practical role-plays:

- Media preparedness
- Developing scenarios and Q&As
- Group live response training
- Group feedback