

Platform Services



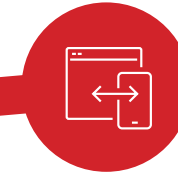
CREATIVE

- 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

platform
communications

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

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PLATFORM MEDIA TRAINING

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 McMillan is a media professional with extensive experience across television, radio and digital platforms and is an accomplished reporter, presenter, and media trainer. He is the host of WA's only current affairs program - Flashpoint - on the Seven Network, presents Seven Perth's weekend news bulletins, and appears on-air as a news reporter. He has covered major local and international news events.



Media training services with Tim include:

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

Chris Manly Media Manager

Chris is a journalist and communications specialist with more than 35 years' experience in Perth and London.

Prior to joining Platform, Chris was the editor of thewest.com.au from 2009 to 2016 and was part of a team that produced several award-winning digital presentations. He was Associate Editor, News, for The West Australian from 2016 to 2019.



Chris provides support to Platform clients across media relations, corporate affairs and communications.

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

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

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