

3-hour Media Mojo

A workshop for Casey Cardinia Region businesses

Thursday, 8 December 2016, 1.00pm–4.00pm



STAND OUT, GET TALKED ABOUT AND BE REMEMBERED FOR ALL THE RIGHT REASONS...

Get your media mojo pumping in this three-hour workshop.

- ✓ Discover how the media works
- ✓ Learn what makes a story newsworthy
- ✓ Find out about media opportunities in Casey Cardinia Region
- ✓ Decode the essential ingredients of a media release

Venue: Conference Room, Waterman Business Centre, Level 1, 64 Victor Crescent, Narre Warren

Delivered by Ros Weadman, Managing Director of Melbourne PR & Marketing and author of *BRANDcode*®. Ros is an award-winning marketing and public relations specialist with more than 30 years' industry experience.

\$37

inc GST

Limited places

FREE Media Mojo Kit
for every attendee.

Reserve your seat now!

Infoline: 1800 677 600

Bookings: <https://www.trybooking.com/240303>



**MELBOURNE
PR & MARKETING**
distinctive brand leadership



About Ros Weadman

Ros Weadman is Managing Director of Melbourne PR & Marketing. A state and national award-winning public relations and marketing specialist with over 30 years' experience, Ros has extensive media experience, including leading crisis communications teams during some of Australia's highest profile crises, including the Cranbourne methane gas crisis and Black Saturday fires. Ros's expertise is to carefully manage the media relations process while keeping publics informed and reputations in tact.

An expert copywriter and author of *BRANDcode*®, a marketing guide for small business owners, Ros has written thousands of communication pieces including media releases, feature articles, marketing resources and speeches, including for the Premier of Victoria.

Some of our happy clients...

Finding Ros Weadman was a breath of fresh air. She listens. She gets it. Everything just works. She is professional, dedicated and timely. And she really knows her craft. Basically, I can't recommend her more highly. If you need PR, or even if you aren't sure what you need, talk to Ros. I'm really glad we did.

**Ray Keefe – Managing Director, Successful Endeavours
Casey Cardinia Business and Professional Services Award Winner 2016**

Ros was a breath of fresh air through our One On Us initiative. She brought our messages to life in a genuine and engaging way. Ros was helpful, insightful and creative. Our launch was significantly better for having her drive it.

Conrad Harvey, Managing Director, One On Us™

We have used MPRMG a number of times and each time the service has been excellent with positive outcomes.

Barbara Konstas – Chief Executive Officer, Melbourne Seafood Centre

Due to the marketing activities that I am doing I am getting more leads than I ever anticipated...I highly recommend Ros to anyone that is looking to take their business to the next level.

Andrea Jenkins – Principal Adviser, Jenbury Financial

It is amazing what difference such a skilled and experienced operator which Ros undoubtedly is, can make...Ros was able to assist us to generate a superior result in a joint venture situation that others may have found daunting to handle and operate in.

Uwe Jacobs – Director, Property Friends