



## WHAT HAPPENS WHEN:

- Your client asks you to front the media in a high-profile case?
- You want to develop the public profile of your firm?
- You want to generate public awareness of a class action?
- A media 'feeding-frenzy' gathers outside court waiting for your client?
- A client complains to the media about your firm?
- You are asked by a client to respond to high-threat issues on a current affairs program?
- You are asked to prepare a media release?
- You take on a case that has potential media interest?
- A client seeks help in managing a crisis, such as extortion, product failure, environmental issues, community and lobby group protests, police and regulatory intervention, serious industrial accidents and high-profile class actions.
- You are asked for advice on the implications of media, perceptions and reputation management?



## CONFIDENTIALITY

We acknowledge that you will be providing confidential information during the workshop. We do not reveal any information to any third party unless required to do so by law. We do not include your firm on a client list without your permission.

## INCLUSIONS AND FEES

Comprehensive course notes, workbooks and learning materials are provided. You will find our fees surprisingly competitive compared to generic media skills training. Workshops can be conducted at our venues across Australia or in-house.



# TRIAL BY MEDIA

How to contact us:

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AUSTRALIA'S MEDIA SKILLS  
WORKSHOP FOR LAWYERS

**Maddison**



# “You may have time to prepare a case for a client but only minutes for the waiting media”

## LEARN EFFECTIVE COMMUNICATION

Lawyers with polished media skills are an asset, whether it is managing public perceptions of a high-profile case, publicising a class action, defending a client's right to a fair trial or raising awareness of a legal issue.

**Trial By Media** are specialised courses to help lawyers and paralegals strategically manage any media encounter, whether outside a court or defending your firm in the headlines.

The comprehensive hands-on modules show you how to:

- Deal effectively with unexpected media interest in your matter without saying 'no comment'
- Manage a media conference for your client
- Take control of a difficult interview situation
- Develop and confidently deliver key messages without resorting to the 'witness box' mentality
- Deliver interviews in media-friendly terms without using 'lawyer-speak'
- Inject positive points into a negative story
- Recognise hidden media agendas, pitfalls and ambushes
- Prepare a media release that will get results
- Identify what the media want from you and use it to your advantage
- Provide useful advice to a client in managing the media 'spotlight'
- Provide clients with advice while being aware of media implications
- Manage the linkage between the legal and public relations needs of a client
- Effectively contribute to the legal management of a crisis in relation to media, perceptions and reputations
- Project a confident and professional image of your firm to an audience of potential clients
- Master the presentation techniques of an electronic media interview



## STRATEGIC APPROACH

Our training is not simply 'how to look good' on television. We take a strategic approach, ensuring you are equipped to handle the media with all angles covered and no surprises.

We look at agendas from all sides so you gain perspective on how an issue should be managed both from a reality and perception point of view. We base our interviews on current issues within your organisation. This means you are dealing with real issues, legal or otherwise, and not simply generic theory.

Some media trainers believe in browbeating the participant to fear the media. Our objective is for you to enjoy and learn from the experience, taking away real skills that are practical within the legal environment. You will receive comprehensive personal evaluation of your performance.



## CASE STUDIES

We learn from the mistakes or correct actions of others by examining case studies, particularly when lawyers act for clients in a media encounter. We deconstruct and analyse interview situations to gain an insight into the media's agenda. You are provided guidelines on how to manage a similar media situation.



## WHO WE HAVE TRAINED

We do not provide client lists for obvious reasons. Our courses have been attended by lawyers across the field – from defence teams of high profile cases to consumer advocates.

Here's what they say:

- 'Excellent course overall. Good presenters, well designed and practical. Thanks.'
- 'Useful and practical. Well paced course.'
- 'Very good. The exercises as conducted were very useful'
- 'Good practical exercises. I felt much more confident at the end of the day.'
- 'A well put together program. Well done.'
- 'It was quite challenging, but quite useful'
- 'I'm glad I took the time to attend'

*(Feedback forms on file)*

## COURSE FACILITATOR

**Trial by Media** courses are facilitated by media and issues management trainer Hamish McLean, a former court reporter, senior police media officer and metropolitan newspaper journalist. He teaches Media Legal Issues, Risk and Crisis Management, Journalism and Public Relations part-time at three leading Universities. In the past 12 years, Hamish has conducted media skills and crisis management training to more than 1000 executives across Australia. Hamish has managed the media in crisis situations ranging from extortion to multi-fatality bus accidents. He is an accredited workplace trainer and assessor. Hamish has written for several national magazines on the topic of media and crisis management. He managed international media at the 32nd Pacific Islands Forum and has been the media advisor to the Republic of Nauru in relation to the asylum seeker program.

