

5.15 Media Skills

5.15 Media Skills module forms part of the **5.0 Workforce Development course** and will support those with no formal training in PR or communications.

The Medical Technology Industry

The Australian medical technology industry includes Australian and overseas companies manufacturing and supplying medical devices, in vitro diagnostics and medical imaging equipment. The medical technology industry makes a highly significant contribution to the quality of health care in Australia.

What is the Workforce Development course?

Workforce development is seen as critical to enable employees to meet the constant challenges of the medical technology industry, and to address the strategic goals of the company. A range of modules are available as part of the *Workforce Development* course to address this learning need.

The *Workforce Development* course consists of a series of modules. Modules 5.1, 5.2, 5.3, 5.11, 5.12, 5.13, 5.14 and 5.16 are delivered as self-paced online learning. Modules 5.4 to 5.10 are delivered as online webinars. Module 5.15 is delivered face-to-face.

- 5.1 Introduction to the Australian Medical Technology Industry
- 5.2 Introduction to Leadership and Management
- 5.3 Management & Leadership Essentials
- 5.4 Implementing a Workplace Wellness Program
- 5.5 The Emotionally Intelligent Leader
- 5.6 High Performing Teams
- 5.7 Managing Work Priorities and Delegation
- 5.8 Conducting Challenging Conversations
- 5.9 Managing Conflict in the Workplace
- 5.10 Bullying and Harassment: Avoiding a David Jones Situation
- 5.11 Planning Projects
- 5.12 WHS Fundamentals
- 5.13 Interpreting Medical Technology Industry Data
- 5.14 Summarising Statistical Distributions for the Medical Technology Industry
- 5.15 Media Skills
- 5.16 Customer Focus

What topics are covered in this module?

This module provides an overview of how the media works and what journalists are looking for in a response to an enquiry.

Learning outcomes

- Understands the news cycle and how the media works
- Appreciates the importance of monitoring the media
- Develops skills to create a media strategy and policy.

Who should participate?

This module is aimed at employees with no formal training in PR or communications who may need to establish a corporate media policy, respond to media enquiries and develop a proactive media relations strategy.

There is no recommended pre-requisite training for this Level 1 module.

How much does it cost?

The cost of this one day module including GST is \$950 for members and \$1500 for non-members. Once payment is accepted, applicants will be registered.

How do I register?

All registrations to MTAA training modules are via the website. For this course, places will be offered to those that register an interest to attend a module. The city location of the training will be dependent on where the majority of those that have expressed an interest are based. Please visit *Training* under *Professional Development* on the MTAA website www.mtaa.org.au to access course information and register your interest.

Following full registration, participants will be forwarded a program. Participants will receive via email a *Certificate of Participation* at the end of the training.

For further information about MTAA courses, please contact the Professional Development Manager on (02) 9900 0650 or email pd@mtaa.org.au