

# MEDIA SKILLS



AS THE PREFERRED PROVIDER FOR THE AFLPA FOR MORE THAN 20 YEARS ACTU8 HAS BEEN EMPOWERING ATHLETES WITH MEDIA SKILLS TO TAKE THEIR GAME TO THE NEXT LEVEL

## ▶▶▶ WHAT WE OFFER AND WHY;

The media remains a dual-edged sword for the AFL and its male and female players. The record breaking media rights deal, pays more than 50 percent of players' salaries, provides player welfare and builds the brand by allowing the public a glimpse into the inner sanctum of Australia's most popular indigenous sport. But with media interest, comes a quest for journalists to break stories beyond the boundary; bar room brawls, sexy scandals and groundless gossip from the locker room.

Our Media Skills program will equip players with the confidence to handball unwanted questions, baulk unscheduled interviews and put non-football matters out of bounds.

## ▶▶▶ PROGRAM DELIVERY;

### **Duration;**

45 - 60 minute Zoom session. Fully researched and individualised program specific to your club (maximum of 12 players)

### **Benefits;**

The session delivers an entertaining but effective view of how to deal with the media and promote your club, your players and our great game. It uses examples from the Australian sporting landscape and the fictitious Cairns Crocs Football Club (the most scandal plagued club to *never* play in the AFL). It actively engages participants and offers opportunities to practise new skills with real-time feedback.

### **Players leave the session with;**

- The ability to use effective body language & tone of voice
- Understanding what a press conference looks like via Zoom and in the real world
- Knowing how to hold-off unwanted questions and topics
- Knowing how to deliver a good and workable answer
- Knowing how to promote the club and fellow players

### **Cost;**

\$852.30 (+GST) - available only when booked through the AFLPA or SportsReady

