New Media
Course Code: S200080

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<tr>
<th>Date</th>
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<td>2 July 2009</td>
<td>5.30pm – 9.30pm</td>
<td>1 session x 4 hours</td>
<td>Thursday</td>
<td>City Campus</td>
<td>$195</td>
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Description
This workshop looks at the range of ‘New’ (or Digital) Media available to communicators, with particular emphasis on the Web 2.0 suite. It looks at the place and relevance of each media in today’s context, the importance of strategic development as well as creative and production requirements. It emphasises the importance of approaching new media from the audience or customers’ perspective, examining ways for this to be achieved.

Content
Topics include:
- Identifying new media
- How new media co-exists with ‘old’ media
- Integration and convergence
- The audience-centric imperative
- Digital strategy
- Key considerations for creative and production
- Lessons from New Media to be applied to old
- Trends
- Case study

New Media covered includes:
- Web – Sites, SEO/SEM, advertising
- Web 2.0 – Blogs, forums, social media, widgets, wikis
- Email
- Mobile

Suited to
- People working in public relations or related jobs
- Those who want to start a public relations career
- Managers who supervise staff in public relations departments
- Those studying in the communication field

Award
Participants will be awarded an RMIT Statement of Participation.

Fee discounts
PRIA members are entitled to a discounted fee of $180. Students are entitled to a discounted fee of $120.

Materials supplied
Course notes will be supplied.

Materials to bring
Pen & paper.

Course Presenter – David Schioeffel, MA (Communications), MPRIA
David has undertaken many major projects for clients such as HP, Apple Computer, Telstra, Australia Post, BHP, Nestlé, Holden, BMW, BP and the Victorian and NSW governments.

Beginning in advertising with Ogilvy and Mather; he ran his own successful experiential marketing agency, Epic Events, for 10 years. David formed an online streaming media division for a public New Media company; consulted with a direct marketing agency after the ‘tech wreck’; and is now Strategy Director for Cubic Innovations. A Victorian PRIA councillor, he lectures for RMIT and is involved with Oxfam Skillshare.

Related Short Courses
Other Continuing Professional Education (CPE) courses:
- The Keys to Event Management
- Crisis Management
- Media Release & PR Writing
- Strategy Planning – Focusing your strategy for outstanding outcomes
- Managing the Angry Mob – Community Engagement
- PR Media Training
- Writing Influential Speeches
- Dealing with Difficult Situations
- Integrated Communication (new in 2009)

Also available at RMIT is the Public Relations Certificate, with four units:
- PR Principles & Practices
- Media Relations
- PR Writing
- Strategic PR & Planning

Enquiries and Enrolments
Phone
9am - 5pm weekdays
+61 3 9925 8111

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Melbourne VIC 8006

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