

Instant Popularity

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How to get it, how to use it

Developed and delivered by **Janette Young media and communications**

“True popularity is not the popularity which is followed after, but the popularity which follows after”
– Lord Mansfield, Lord Chief Justice of England 1756-88.

Duration:

Two-hour workshop.

Format / program structure:

Highly interactive, with templates provided to participants on which to work and take away.

Program Overview:

Friends, contacts, everyone, lend me your ears. Being popular at any level is integral to getting your message across and, through that, delivering against your own agenda. As Samuel Langhorne Clemens, otherwise known as author Mark Twain, said: *“It’s better to be popular than right.”*

This workshop will show how to be a successful networker and stakeholder manager, utilising tactics that anyone can use to get their foot in the door with a view to getting their own way or delivering against their own agenda.

Nothing illegal or immoral happens here – it’s all about being liked and people wanting to help you.

About the presenter:

Janette Young has more than 30 years’ experience in communications, and a network spanning Australia and Europe. A consummate stakeholder manager, Janette works with clients from all sectors to deliver communications and engagement strategies that are designed to put their organisation first within their sector.

An integral part of her work around this area is the upskilling of her clients’ Executive and Senior Management around communications and, importantly, engagement.

Janette has been at the forefront of Strategic Communications in the Corporate, Government and Not-for-profit Sectors since 2002, and a Business Editor with both News Limited and APN News & Media. In 2009 she was a finalist in the Queensland Media Awards for Best Business Report – while working in Public Relations!

She is a qualified trainer and member of the National Speakers Association of Australia.

Topics covered	
Identify core networks	The “yes” factor – make that first meeting count
Identify key messages / objectives	Seal the deal – little things mean a lot
The “like” factor – what makes you popular?	Lead the way to deliver against your agenda
Who’s who – how to work a room	Measure success and claim the prize

Who should attend:

Anyone who works in Corporate, Government or Not-for-profit sectors. All Executive Assistants or Personal Assistants. Anyone who works in media, marketing or public relations. Anyone who wants to improve their status among friends or family.