



THREE  
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# Broad-ranging strategic communications

Media training/Issues management/Strategic planning

Three Plus worked with Griffith University for almost ten years, providing media training to more than 80 senior researchers and academics to help them build the Griffith brand. The training was designed to encourage researchers to be able to tell complex research stories in a media friendly way and embrace interview opportunities as they arose.

## Achievements

- ♦ Training academics to manage make the most of media opportunities to promote their research
- ♦ Delivery of high-level communications support to the University's internal team
- ♦ Invited to be part of the selection panel recruiting the Director of Marketing and Communications

*"Having run about 20 workshops with us, ranging from mid-career academics to our most senior staff, Three Plus has delivered training that equips our spokespeople with a good understanding of how the media works, and how to get their key messages across.*

*Peter's approach is very effective, as he gains the respect of the workshop participants from the outset and gives them opportunity to practice what he's preached, and then they learn from their efforts via video feedback.*

*Feedback from staff who have participated, including senior staff who undertook intensive sessions, has been overwhelmingly glowing."*

**Maureen Frame**

*Former Senior Adviser – External Relations,  
Griffith University*

## Process

For academics and researchers, training involved development of key messages and practice in delivery.

For the senior leadership team including the Vice Chancellor, media training focussed on managing issues.

This training led to the testing of a reputation management/crisis communications plan to upskill the internal communications team.

Our issues management advice has guided the University's preparation and response to a range of issues that have impacted on the University or the tertiary education sector more broadly.

Three Plus was also called on to develop a strategic communications plan that guides the marketing and communications team's development and program of work.



## CLIENT

Griffith University



## PROJECT TEAM

Peter Kelly

## SECTOR

Strategic Communications

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