



HOW TO CAPTIVATE YOUR MEDIA AUDIENCE
presented by Liezl Thom

Liezl Thom, an established Journalist, News reporter and a Talk Show Presenter with more than two decades experience.

Join Liezl for a master class on the psychology behind a media audience and learn to understand, captivate and grow your media audience

Master Class in Audience Psychology
in partnership with
SkillsHub SA and Footprint Media TV

ABOUT THE PRESENTER: LIEZL THOM



Liezl is a versatile and established journalist with an ingrained respect for and tolerance of diversity. Fluent in English and Afrikaans, she has been broadcasting for almost two decades as both a news reporter and a talk show presenter. A flexible and analytical character, combined with an inquisitive nature and a genuine interest in people, enable her to extract stories from sometimes quite unexpected sources. Liezl can think on her feet and has a keen news sense.

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Part of the Edge Group of Companies

Fairway Office Park
Gleneagles Building, Ground Floor
52 Grosvenor Road
Bryanston



BOOK ANY OF THE 2 SESSIONS AVAILABLE:

- Dates: Saturday 8 Feb 2020 OR Sunday 9 Feb 2020
- Time: 08:30 for 09:00
- Duration: 1 Day (Choose Saturday OR Sunday)

Delegates will qualify for a Certificate of Accomplishment on completion of a post class project.

Who should attend this Master Class?

Media professionals who need to target an audience, whether they work in print, digital publishing, film, TV or radio. This includes writers, content producers, managers and media owners.

What is this Master Class about?

This Master Class is for media professionals who have used one or other technique to target an audience. These could be film, TV, radio, printed media, live performances, websites or social media. Times and technologies have changed the behaviour of audiences and users.

The Master Class takes various premises of audience and user segmentation and then builds on what we know in order to develop new techniques for tomorrow.

How does the Master Class work?

The Master Class assumes that participants are active in the media industry, and involves interactive discussion, participation in data collection and analysis, and peer interactivity.

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What you will learn

At the end of this Master Class, you will be able to:

- Analyse the needs and demographics of readers, viewers, listeners and users of all media
- Research statistics and data for demographic and psychographic profiles
- Interpret research
- Apply research to the emotional needs of an audience
- Draw up an audience and user profile

What does the Master Class cover?

The Master Class includes:

1. The psychology of people with regards to various media:

- Television (linear and non-linear),
- Radio (live and streamed), information,
- Educational and entertainment apps
- Website for news, education and entertainment
- YouTube
- Paid for subscription media

2. Finding data to determine the emotional needs of segments

3. How to draw up an audience/user psychological profile

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Cost

The Master Class costs R20 000 per delegate (excluding VAT)

This includes:

- Structured workplace experiences
- Lunch
- Master Class notes
- Flash-drive with resource library

Registration close 02 February 2020

Payment terms: Payment must be received by 6 February 2020 to receive attendance confirmation

Cancellation Policy: No refunds



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REGISTRATION FORM

Name and Surname	
Cell Number	
Email Address	
Company Name	
Company VAT Number	
Number of Attendees	
Date of Master Class (Saturday 8 Feb 2020 OR Sunday 9 Feb 2020	

- **Registration close 2 February 2020**
- **Payment terms: Payment must be received by 6 February 2020 to receive attendance confirmation**
- **Cancellation Policy: No refunds**

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