



# GET PUBLICITY

## That's what it's about

Presented by Tim Stackpool

Create newsworthy items, even in a very narrow niche.  
Compete with big business marketing budgets.  
Make your message compelling to the media

Is your marketing so convoluted that it makes you wonder what your actual message is? Do you wonder why your competition is receiving all the media attention when you do a better job?

It might be time to forget the fluff and focus on the fundamentals. Marketing has become so complex, it can sometimes raise more questions among consumers, rather than provide solutions. And as clever as the ideas might be, without 'cutting-through', your marketing dollars might be better left unspent.

Publicity consultant and media professional Tim Stackpool has nearly 30 years experience working in TV, radio, print and online, both locally and internationally, and understands what makes the media tick.

While big marketing budgets and publicity stunts swamp the media, creating blanket but short-term coverage, developing respect in the market and within the media itself takes a longer term fundamental approach that is too often overlooked.

Tim Stackpool's presentation reminds delegates of the fundamentals of publicity, a core component of any marketing strategy. From dissecting the rudimentary elements of the humble press release, to building a foundation of community and respect within social media, a strong, sufficient and cost effective strategy can be achieved.



**FREE**

The  
Publicity  
Checklist  
Notebook

Campaign name: \_\_\_\_\_

An irre-sistible booklet by Tim Stackpool

**For all attendees**

Whether you need to publicly bolster your business, or need to lift your personal exposure in the professional realm, Tim Stackpool's Get Publicity presentation will leave you with a roadmap to positive exposure by feeding the media with what they want.

Tim Stackpool is a producer, reporter and journalist with credentials that cross the world. As a correspondent for Global Radio News & TV, Tim has reported for clients such as CBS in New York, CBC in Canada, Newsradio in Singapore, and other outlets in India, the UK and the Middle East. His career began at Channel Nine in Sydney and since then, Tim has contributed to broadcasts for virtually every media outlet in Australia.

His parallel experience with direct response retail television, online shopping and associate productions, gives Tim a unique and exclusive perspective on audience sensitivities and the changing trends in Australian consumerism.

Privately, Tim has achieved remarkable results for individual clients, who previously struggled with achieving their publicity goals, landing outstanding coverage and establishing significant 'back-story' reputations beyond the expectations of the client.

Tim is based in Sydney and has been engaged across Australia as well in New Zealand, Singapore, Malaysia, Hong Kong, Dubai, Saudi Arabia, Holland, UK, Canada, Las Vegas and Honolulu for various clients and conferences.

"...I firmly believe Tim to be instrumental in initialising my publicity campaign that resulted in an exclusive story on Australia's 60 Minutes TV program, as well as other media coverage that I never thought possible merely weeks before."

Chloe McCardel Marathon Swimmer

"...being able to blend his skills gives him a definite edge over any competitor. Tim also happens to be the most knowledgeable and reliable person I've worked with in TV."

Max Compton. Infobreak

"Tim is an exceptional manager in his field as he knows the broadcast industry inside-out with a pragmatic attitude towards people and business!"

Ilona Taillade. Chief Creative Officer - BrandSpots Amsterdam

"...in my 50 years in the business, Tim leaves a lasting impression that is difficult to fault. Tim presents an impeccable image both in appearance and in thought."

Butch Calderwood - BBC Panorama. OAM ACS.

"It was wonderful to have you on the program. Yours was one of the most successful sessions."

Amanda Hendry, Manager - Professional Programs  
The Walkley Foundation

"... thank you very much indeed for all your support and input at EDIT/ADIT this year, hugely appreciated by everyone and an excellent addition to the panel discussion..."

Harry Sherbrook - Programme Manager  
International Technology Forum, Dubai

"Thanks for contributing to the success of our annual convention. Your professional and easy-going presentation style made the topic interesting and user-friendly. We've had nothing but positive comments."

Liz Young, National Director, AFDA Melbourne

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