

Are you a leader looking for a **new approach** to your **communications**? Learn how to build a ...

Our 5-step
SMART™
solution

DIY NEWSROOM

- Control your message **like the pros**
- **Improve the return** on your **comms**
- Be recognised as a **leader** and **influencer** in your sector
- **Shine a light** on your great work



State of comm-fusion

Never have there been so many ways to communicate – and never has it been so complex. Business leaders face some common problems in getting their message out ...



**INFORMATION
OVERLOAD**



**POOR RETURN
ON INVESTMENT**



**LACK OF
RECOGNITION**

As a results of these problems, organisations make **SEVEN costly mistakes**:

- 1. Rubbish content:** Everyone wants skin in the content game, but most of what is produced is bland, boring and banal. Quality content is currency in the Attention Economy.
- 2. Spending big \$\$\$:** Marketing budgets are finite. Why waste money on social media sugar-hits rather than build something lasting?
- 3. Undervaluing comms:** Communications is critical for businesses to compete and succeed today. Not everyone understands why.
- 4. Not acting strategically:** Without a roadmap, organisations never get to their destination.
- 5. Going scattergun:** The product of not being strategic, this is an energy sapper.
- 6. Ignoring the X-factor:** Many companies do not have the right resources in the right place, and fail to support the people on whom success depends.
- 7. Not controlling their message:** This is a classic and catastrophic mistake – companies surrender their comms entirely to social media, which then controls them.



Your SMART™ solution

We help companies set up a state-of-the-art content news hub from their own resource - a DIY Newsroom™, which maximises the return on communications. We guide clients along a **FIVE-STEP** journey to **simple, strategic and sustainable communications**.

2.

MEDIA

We show how to deploy the right weapons of mass communication for total impact.

3.

AUTHENTICITY

Learn to create compelling content around your business for heartfelt connection with customers and prospects.

4.

RESULTS

Elevate yourself above the vanity game of “likes” and “shares”. Instead, deliver against metrics that matter.

5.

TEAM

Tap into the X-factor within. Your employees will lead the communications revolution.

1.

STRATEGY

The perfect plan to become an influencer and leader in your sector.

WHY A NEWSROOM?

Many companies use a mix of PR, content marketing and social media to build their brand, but it fails to help them stand out from the crowd.

Newsrooms are at the top of the content food chain, pressure tested over generations.

They embrace new thinking and are unmatched for distributing quality content.

Your 13-week makeover

This is what you get over three months to build your DIY Newsroom™:



101-POINT HEALTH CHECK

Includes audience ID, content audit and resource analysis



COMMUNICATIONS STRATEGY

Report and slide deck that simply explains your new direction



YOUR NEW MEDIA ECOSYSTEM

Design and implementation of media channels, content recipe, content calendar



SMART COMMUNICATOR™ WORKSHOPS

- Discovery session that digs into the state of your comms
- Training to support managers, staff
- Project review



PLUS: Performance dashboard >> Project management of process
>> Unmatched subject matter expertise.

WHO DOES THIS SUIT?

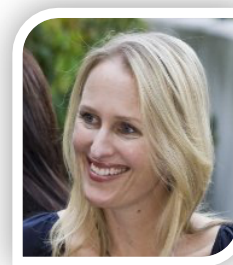
A DIY Newsroom™ suits medium to large-scale organisations, including non-profits, that already have marketing and communications resources but need to mobilise them better.

Local government authorities, education facilities and representative groups and associations are prime candidates.

Second-tier corporates see a DIY Newsroom™ as an innovative way to challenge established competition and to jump to the next level.

Making you shine

stuff



We love making our clients look amazing. We have helped them:

- Receive recognition;
- Develop high-performing, confident and cohesive teams;
- Win national and global awards and recognition;
- Avoid reputational damage in unthinkable situations;
- Stand out from their peers because of communications that resonate.

Flame Tree Media has been a vital part of our massive transformation.

I would not hesitate to recommend Flame Tree to any organisation needing to deliver transformational change at a strategic and structural level.

- Sinead Boucher, CEO, Stuff (Fairfax NZ)



Services: long-term consultancy, subject matter expertise, project design and management, transformation services, corporate speechwriting and presentations, communication services, award entries (winner INMA Corporate Innovation, INMA Best in Show, 2016, Attitude ACCC Awards 2017)

Flame Tree Media has been instrumental in shaping our digital media communications. They listen, consolidate ideas and provide recommendations ready for action.

Under the SMART Newsroom approach, we exceeded targets, and connected and engaged with our audiences.

- Joanne McKenzie, Head of Marketing, Beaconhills College, Victoria



Services: communications strategy, SMART Newsroom™, social media policy, Strategy to Action workshop, SMART Communicator™ workshop, general advice.



Otago Daily Times



Neighbourly

Greymouth Star



Engaging with us



DIY NEWSROOM™

Our core product is a 13-week transformation program that helps you rethink, recast and regenerate your comms.

ON APPLICATION



DISCOVERY SESSION

Unsure where to start? In this workshop, we unpack your problems and show you a better way.

\$2695 ex GST



SMART STRATEGY

We diagnose your comms then overlay our decades of experience in media to give you a plan for renewed health.

ON APPLICATION

WORKSHOPS



STRATEGY TO ACTION

Don't let your best plans sit in the office tray. Commit to action. Here. Now.

Full day - \$2695 ex GST



COMMS-MANDO TRAINING

Your battle plan is in place. But how do you best deploy your staff on the front line?

Full day - \$575 pp, ex GST

CONSULTANCY: OUR PROFESSIONAL SERVICES



**STRATEGIC
PLANNING**



**PROJECT
MANAGEMENT**



**SUBJECT
MATTER
EXPERTISE**



**CRISIS
COMMS**



**CORPORATE
PRESENTATIONS**



Track record of results

Flame Tree Media is a communications consultancy that helps organisations set up an internal newsroom to create content like the pros.

We light up the work of clients for the world to see.

Director Stuart Howie (pictured) is a thought leader, strategist and passionate about communications.

As editorial director, Stuart redefined the news operations of Australia's largest regional media outfit.

He is known for designing and delivering big transformations for businesses.

More information: flametreemedia.com.au



Stuart crafted SMART™, a trailblazing new approach to communications, from decades of experience at the frontline of traditional and new media.

SMART™, which underpins the DIY Newsroom™, is relevant for businesses with

existing marketing resources looking for better results.

Flame Tree has helped clients receive international and national awards, insulate them against social media catastrophe and put them at the front of their sector.



The fragmentation of media is a double-edged sword for companies.

Social and digital media means they have tools to distribute information like never before. However, this has created a cacophony of communications.

For cut-through, you have to get SMART.

- Director STUART HOWIE





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- Read our blogs, watch our vlogs for insights

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Membership



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Most of the fabulous work that companies do never sees the light of day. There's got to be a smarter way to stand out in the Attention Economy. And I've got news for you ... there is now.

- Flame Tree Media director **STUART HOWIE**

