

## Naomi Robson

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### *MC, Host, Speaker and Media Trainer*

Naomi Robson became well known to the Australian public as a journalist and news reporter at Seven News in 1991, and during her ten years as host and presenter of Today Tonight - a public affairs program on the Seven Network which moved up the rankings to become the Number 1 (and Logie-award winning) program in its time slot during her tenure as anchor - between 1997 to the end of 2006.

Since 2007, Naomi has been the director of, and primary trainer at, Managing Your Message - a company that provides customised Presentation Skills and Media Training courses, Media Crisis Management as well as Media Consultation.

In terms of Presentation Skills, Managing Your Message conducts workshops that cover all the elements of Presenting - Content and Construction of key messages, Story-telling, Delivery, Engagement, Body Language, Voice, Controlling Nerves, Mindset and of course, developing the client's message.

Naomi is passionate about assisting companies, Senior Executives, Sales and Marketing teams and anyone who needs to speak to the media, or give any kind of presentation, to communicate effectively with genuine, credible influence and impact.

She can also assist in refining a pitch, upcoming presentations and help clients develop the key messages required to maximise the opportunity of engaging with the media, clients, investors or internal teams.

Naomi ran Media Training and Presentation Skills courses for the prestigious Monash University Executive MBA Program for four years and has been providing a series of Masterclasses for Deakin University's Executive MBA program every year since 2018.

She also provides communications consulting to companies engaged in IPO activities.

### ***Naomi Robson talks about:***

- **Communication Skills and Body Language** - the do's and don'ts. Body Language is the



cornerstone of communication. Learn how your body language can make or break a negotiation as well as how to read your clients' body language.

- **Developing/framing your key messages in order to most effectively communicate with your clients** - Who is your client? What are they looking for? What are their expectations? Do they have entrenched attitudes you need to take into account?

## Client testimonials

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“ We really appreciate you generously volunteering for the role and we couldn't have asked for a better host. We received many positive comments about your excellent job as MC and your tireless attention to detail meant that we didn't worry about a thing and it all ran perfectly smoothly to plan.

- *Ron Evans Golf Day*

“ Thank you for the wonderful job you did as MC! We have received plenty of feedback from our senior management as well as the dealer network on Saturday night's proceedings. All of the comments have been really positive and everyone has expressed how much they enjoyed themselves. And Naomi, I have to say you played a big part in this. The professionalism and attention to detail you showed ... was simply first class! Thank you so much!! We really couldn't be happier with how the evening turned out.

- *Toyota Motor Corporation*

“ Thanks so much for your time today, I took so much away. Really appreciated your candid stories and also the many take-aways to help in front of not just media, but staff and also clients were excellent.

- *Entrepreneurs Organisation*

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