



brad kirsten
MEDIA TRAINING

RADIO PRESENTER TRAINING

Re-energise & Realign

WWW.BRADKIRSTEN.COM

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PROPOSAL

THE MISSION

Do you have new presenters joining the ranks or want to inject some fresh energy and creativity into your current squad? As your station's voice, each team member needs to live their vision and become creators and curators of content that is planned with precision is intentionally excellent, is executed with precision and thrills their audience and attracts investors.

LOGISTICS

- *In person* or online via Zoom*
- *3 hour session including Q&A*

**Additional travel costs may apply*

CONTENT

- *Cast your Vision*
- *Plan with Precision*
- *Know the Rules*
- *How to do Bad Radio*
- *The Path to Radio Excellence*
- *Understanding Influence*
- *Tell great Stories*
- *Become a Student*
- *Who are you Speaking to?*
- *Lose the Crutches*
- *Become a Critic*
- *Q and A*

PRICING

Starter:

3 hour Training Session
R 5 499.00 (per group)

Premium:

3 hour Training Session
PLUS "My Radio Mentor" - Tier 1

- *1 x 1 hr. follow-up coaching session with a selected presenter group, post training*

R 5 999.00 (per group)

Premium Pro:

3 hour Training Session
PLUS "My Radio Mentor" - Tier 2

- *1 x 1 hr. follow-up coaching session with a selected presenter group, post training*
- *Program planning and production resources*
- *Pro Radio Interview Training E-book*

R6 499.00 (per group)



WHAT PEOPLE SAY

"Thank you for the passion with which you approach your craft and I must admit that it is quite refreshing to have a team that is so fired up to work hard and to produce excellent work on air after having sat under your training!"

- Kabelo Maudi, Program Coordinator, Impact Radio 103FM

"My sincere gratitude and thanks for broadening my vision and inspiring me in so many ways. Thank you for this honest, well-honed and hands-on approach."

- Martie-Louise Hunlun, Presenter

"Wow, what can I say. We were challenged in so many ways to better ourselves. My prayer is that the presenters will take this and make it their own."

- Elma Visage, Head of Operations, Radio Namakwaland

"I know that I had loved radio, but my flame was flickering. Brad was an incredible encouragement because he fanned that flicker into a living flame again! His passion is infectious and his knowledge is invaluable."

- Anon

"It was so amazing when Brad reminded me that what I do on radio can make a difference in the lives of the listeners and that I have influence."

- Brian Ories, Presenter

"Bradley has such an incredible insight on being an excellent radio host and his heart and passion for it shines through in the way he communicates. I learned a great deal and I've started implementing it and it has made a big difference in my approach."

- Anon

"My fire and passion were definitely reignited and I am especially grateful for the 'Alphabet Content Generator' (Production tool)."

- KB, Presenter

MORE ABOUT BRAD

BRAD KIRSTEN

Since 2012, Brad has trained and mentored local and international radio students in South Africa, throughout Africa and as far afield as Nigeria, influencing media in Southern, Central and West Africa, and beyond. For the past 25 years, Brad has been producing and presenting audio programs, locally and internationally, and he has won an Africa By Radio Award for Excellence in Radio Journalism. He has been nominated for 6 South African Radio Awards as well as the 'Goeie Gons' Award for Excellence in Radio Communication. He currently helps new and seasoned radio presenters to re-ignite their passion, vision and energy so that they grow their listening audience and attract advertisers.



"Radio has the power to entertain, to educate, to inspire, to shape opinion and to build extreme brand loyalty"

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