



NEW TO REGIONAL MEDIA? THE BOOMTOWN MASTERCLASS IS FOR YOU.

9.3 million Aussies (36%) now live in regional Australia and in 2021, regional population growth outpaced metro for the first time in four decades!

The 'work from anywhere' phenomenon changed the face of Boomtown, as young professional families and digital nomads migrated out of capital cities to regional communities in record numbers.

Regional media cracked in under 2 hours

Aimed at media and marketing executives with 0-5 years' experience, Boomtown Masterclasses provide an insider's view of the rapidly changing regional media landscape and its opportunities for brand growth and ROI, helping participants level-up their skills with the latest insights and tools to connect with our fast-growing, increasingly diverse and receptive audiences.

740 Boomtown alumni in 2022

Achieving a 9.3/10 average score from attendees, our Masterclasses have a lasting impact on the hundreds of industry executives who joined us for sessions around the country in the past year.



'Ensuring that our clients and teams who create media strategies are fully across the channels, demographics, insights and tools to access these audiences is core to the Boomtown Masterclass, and a complete understanding of the value of growing regional media audiences has become even more important since has COVID changed the way we work, commute and stayed hyper local. The Boomtown Masterclass is an outstanding initiative.'

Sarah Keith

Managing Director, Involved Media and Masterclass panellist



'The Boomtown Masterclass inspired me to rethink how I should approach planning regional media.'

Troy Guy

Partnerships Manager - 'Universal McCann'





HIGHEST CALIBRE INSTRUCTORS AND SENIOR INDUSTRY LEADERS



Renowned marketing expert and capability director, Gaye Steel, facilitates our masterclasses and is joined by expert panels featuring prominent industry leaders including CMOs, media agency heads and media owner directors, who have deep regional media experience, unique insights and case studies to share.

Topics and content

- Regional landscape: economic, political & social
- Geographical profiles: markets, location, population, gender & HHI audience profiles and behaviours
- Fast facts and myth-busting
- Boomtown Hub tutorial
- Award-winning case studies
- Takeaway toolkit

Make careers go boom!

It's free to register

[Boomtown.media/education](https://boomtown.media/education)

Bespoke Masterclasses are also available, which we design specifically for your team's learning objectives, client briefs and business challenges. Contact info@boomtown.media to see how we can help you.

2023 Course Calendar

DATE	MARKET	FORMAT
27 February 10-11.30am	National	Virtual
30 March 10-11.30am	NGEN Members	Virtual
18 May 10-11.30am	National	Virtual
18 July 10-11.30am	Brisbane NGEN Members	Face-to-face
10 August 10-11.30am	National	Virtual
7 September 10-11.30am	NGEN Members	Virtual
23 November 10-11.30am	National	Virtual

