



Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US



Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US



Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US



Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US

Podcast consumption  
is intentional,  
and *intimate*...



**LISTNR**

TALK TO US

\*Source: Refer to advertising data.com



AdNews Newsletter

Subscribe

# AdNews





Buy conversations that *convert*... with podcast advertising

**LISTNR** TALK TO US

News Opinions Campaigns Events Current Issue Content Hub

## IMAA launches leadership webinar series

By AdNews | 2 May 2025

0 Comments



The Independent Media Agencies of Australia (IMAA) has announced a webinar series aimed at upskilling leaders in independent media agencies.

The *Leadership Growth* series will feature sessions on pitching, marketing, PR, and LinkedIn, led by figures including Trinity P3's Darren Woolley, marketing strategist Kathleen Gunther, Third Avenue Consulting's Rochelle Burbury and Julie Wright, and LinkedIn's Jennie Wagner and Helen Girdlestone.



"With a Federal election looming and as Australia faces ongoing uncertainty from international political events and, closer to home, a challenged economy and cost of living pressures, it's more important than ever for our members' leaders to have access to support and ongoing education," said IMAA CEO, Sam Buchanan.

The first session, on Friday, May 9, will be presented by Woolley and titled *What is the state of the pitch in Australia, and what can you do about it?* It will explore findings from the latest *State of the Pitch Report* and offer strategies for navigating the current economic climate and pitch challenges.

"Monitoring the breadth and depth of the growing number of challenges facing the media market, particularly the agencies operating in this market, we realise it is essential to provide industry-leading skills training and access to subject matter experts," said Woolley.

On Wednesday, May 21, Gunther will present *Sustainable Growth for Independent Agencies: A Pragmatic Approach*, focused on marketing strategies that balance growth with resource management.

"Independent agencies don't need to choose between growth and sustainability; they need pragmatic strategies that deliver both," said Gunther.

Burbury and Wright will lead a session on Wednesday, May 28, titled *The Power of PR*, discussing how a consistent PR approach can build reputation and generate business.

"PR is an important component... but it's equally important to get it right," said Burbury.


The final webinar on Wednesday, June 4, will be hosted by Wagner and Girdlestone, offering a LinkedIn workshop on personal branding and engagement.

"Supporting indie agencies is a priority for LinkedIn Marketing Solutions," said Girdlestone.


Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at [adnews@yaffa.com.au](mailto:adnews@yaffa.com.au)

Sign up to the AdNews [newsletter](#), like us on [Facebook](#) or follow us on [Twitter](#) for breaking stories and campaigns throughout the day.

0 Comments [Login](#)



LOG IN WITH OR SIGN UP WITH DISQUS



Share Best Newest Oldest

Be the first to comment.

Get intimate...  
with 8 million  
podcast listeners



**LISTNR**


TALK TO US

\*Source: Refer to advertising data.com

AdNews Newsletter

The AdNews newsletter, brings you the latest advertising and media news direct to your inbox! [Become a member](#) and get the weekly newsletter free!

Subscribe



AdNews Magazine

Subscribe



- Editor's Picks
- AdNews Agency Of The Year Awards 2024: Winners revealed
  - Mark Green inducted into the Advertising Hall of Fame
  - Early signs of improved TV advertising spend

TAKE YOUR  
OUTDOOR  
CAMPAIGN TO  
ANOTHER  
DIMENSION.

Explore more





Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US



Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US



Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US



Get intimate...  
with 8M podcast  
listeners

**LISTNR**

TALK TO US



Get intimate...  
with 8M podcast  
listeners



TALK TO US



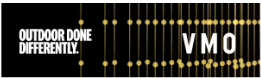
Get intimate...  
with 8M podcast  
listeners



TALK TO US

Subscribe Privacy Do Not Sell My Data

DISQUS



*champions*  
of  
**CHANGE**  
*by AdNews*

Recognising the trailblazers driving positive change in media, marketing and advertising.

AdNews Social



Latest Comments

- 10:26 AM Congratulations Sarah and the team, a great win!  
**Dave Walker** on [Involved Media wins CareSuper from Initiative](#)
- 8:24 PM I've only just heard this news. It's very, very sad. Condolences to her family, partner, f...  
**David West** on [Obituary - Designer Juliana \(Julz\) Bacmaga](#)
- 4:48 PM Fantastic article! So refreshing to see such an honest and accurate depiction of some key systemic i...  
**Emily** on [IWD - From Redundancy to Revolution: How losing my job while pregnant set me free](#)
- 4:28 PM Thank you for your comment. AdNews covers the salaries of CEOs of all media companies listed on the ...  
**Chris Pash** on [oOh! CEO Cathy O'Connell's pay shrinks](#)
- 9:27 AM Congratulations Alastair, Mum and I are so very proud of what you have achieved. It's great to see s...  
**Dennis Coysh** on [Initiative expands national strategy team](#)

[About AdNews](#) [Advertise](#) [Contact Us](#) [Privacy Policy](#) [Site Map](#) [Newsletter](#) [Subscribe](#) [Terms & Conditions](#) [Yaffa Media](#) [Web Advertising Specs](#) [Print Advertising Specs](#) [Mobile Site](#)

We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.



Get intimate...  
with 8M podcast  
listeners



TALK TO US



Get intimate...  
with 8M podcast  
listeners



TALK TO US