

Putting the PProfit in PR

Course ref:MK2

Course aims:

- To introduce delegates to the principles and techniques of PR
- To learn how to write successful press releases
- To understand the importance of the media
- To plan how to cope with crises

Benefits of attending:

- High quality training by experienced marketing professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

Outline of programme:

In our PR workshop you will learn to make the most of the media, at the lowest cost. The topics covered include:

- What is public relations?
- Who are our publics?
- The difference between PR and advertising
- How to identify a good story
- Dealing with a crisis - it could happen to you
- How to write a press release
- The yawn test - how to apply it to your work
- Writing a headline that grabs attention
- When a picture is worth a thousand words
- Choosing and using features
- Mechanics of a press release - the do's and don'ts
- 'I didn't say that!' Embargoes, exclusives and leaks
- Techniques for radio and TV
- Being the local expert

Duration: This course normally operates as a 1-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Marketing, Dynamic Direct Mail, Managing the Customer, and Analysing the Effectiveness of Marketing Tools.