



## Effective Press Relations

**A one day workshop on  
establishing and maintaining good  
inside track contacts with key journalists**

PROFESSIONAL  
**£325\***



\*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

### Aims of the course

Delegates see why some PR practitioners seem to get better coverage than others. They learn simple techniques to improve relationships with key journalists.

They are taught how to drive agendas and set up line manager press interviews that stay on track. They are shown how to handle negative coverage and crisis situations with integrity.

### Delegates learn how to:

- Establish firm, lasting contacts based on mutual respect
- Stay in touch even when there is not a lot happening
- Pitch their stories effectively
- Deal with controversial issues without harming working relationships
- Brief journalists and line managers to focus media interviews to the best effect
- Make creative use of press events to get appropriate stories across

[www.henshallcentre.com](http://www.henshallcentre.com)

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

### COURSE CONTENT

#### The New Media Landscape

How the media landscape is changing. How PR practitioners can tap into the new opportunities this presents to build lasting relationships.

Understanding how various categories of media operate.

#### Pitching your Story

How to approach a journalist with your story. Getting the timing and tone right. Tips and techniques for making your pitch more effective.

Developing compelling story angles. Mastering a system for understanding what makes news.

#### Organising Effective Press Events

When to use press events to make an announcement. The advantages and disadvantages of events. Selecting the right event for your announcement.

Building creativity into event planning. Logistics management and quality control.

#### Communicating through the Media

Becoming a media resource. Effective interview technique. Driving the agenda and dealing with negative issues.

#### Plan your training

*Effective Press Relations* is for PR practitioners whose press relations experience to date will probably have centred on press releases, backed up by telephone contact, but now wish to increase the quantity and quality of their coverage.

The course is self-contained. It is not necessary to have taken any of our other courses before coming on this one.



PR Training Provider