



Forum seminars are low cost, two hour, one-off events. They offer a great way for you to get an intense injection of knowledge when time and/or budgets are scarce.

They have no frills. There are no interactive exercises; no workbooks; and no breaks for refreshments or lunch. They are all business. Two solid hours of lecture and discussion on a very specific topic.

Forum seminars are one-off events. You should assume that they are not going to be repeated.

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£125*

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This web site gives you details of our range of one and two day workshops, prices, dates and discounts.

Book online. See how to get courses run just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

April, 2010

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The Virtual Press Office

April 15, 2010

A one-off two-hour seminar on the importance of having a virtual press office and what it should contain.

This is a seminar, not a workshop. There will be time for discussion, but no time for practical exercises.

In these two hours, you hear why the popular saying in PR at the moment is that if you only have enough budget for one thing, spend it on a virtual press office.

Journalists don't just seem to be younger; They really are. And that is important because these younger journalists are naturally digital native. So organisations with the best virtual press offices will be the easiest for them to deal with. Therefore, those organisations will win the most share of voice. And a VPO is so much more than just uploading press releases onto your website.

This seminar looks at the key ingredients of what makes a great VPO. It looks at examples of organisations that lead the way and examines how they got there.

At the Business Design Centre

The only refreshments at the seminar are a cup of tea/coffee on arrival and use of the water cooler in the training room. Delegates may want to make use of the Business Design Centre's food court. Here you can buy lunches, sandwiches, pastries, snacks, and soft drinks and choose from a range of Starbucks-style coffees and teas. Apart from hot lunches, these are all available to take away. You are welcome to bring your food and drinks into the training room.

The food court is located on the top floor of the Business Design Centre. An escalator from the main entrance will take you there. If you are in any doubt, ask for directions at the concierge desk where you check in for your name badge.