

How to be a Publicity Hound

*An intensely practical one-day workshop on
how to get extensive editorial coverage for the
activities of your employing organisation
It is for both in-house PR executives
and those in consultancy*

PROFESSIONAL
£325*



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

Aims of the course

Delegates learn how to take a step-by-step approach to generating an endless flow of great media coverage on even the dullest subject.

They are shown a range of tricks and techniques that will enable them to create positive PR stories that editors will want to publish.

Delegates learn how to:

- Develop a strategic approach to securing media coverage
- Think about news from the perspective of a journalist
- Identify the six types of stories that make the news every day
- Get the messages they want into the media
- Develop narratives that help sell the same story more than once
- Use tried and tested techniques to spice up the dullest story
- Increase the amount of media coverage they secure



PR Training Provider

COURSE CONTENT

What makes an attractive news story

A fun, light and interactive session to get delegates thinking about news from a journalist's perspective.

It introduces the six categories of news.

Planning for Success

A more technical session providing participants with the tools to take a step by step approach to securing media coverage.

It introduces a basic template covering five key areas for gaining the right kind of media coverage.

Grabbing your Audience

A varied session, that explores the art of story-telling in general. It then lays particular emphasis on grabbing the audience's attention from the outset.

Finally, delegates are shown how to develop narratives that will help them tell the same story over and over again.

How to Sell any Story you Want

A fun and fast-moving final session to finish the day on a high. The session looks at 15 sure-fire ways of generating coverage for even the most boring product.

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.