

## The Power of Engagement Sites

*A one-day workshop on the thinking and skills needed to create web sites that set out to engage the interest of your target audience rather than promote your brand or organisation.*

*It is equally applicable to in-house PR executives and those in consultancy.*

PROFESSIONAL  
**£365\***



\*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

### Aims of the course

This workshop focuses on web sites that embrace the ethos of social media by engaging the interest of a target audience, rather than overtly promoting a brand or organisation.

Delegates learn a social style of thinking about relating to their organisation's publics.

### Delegates learn how to:

- Devise engagement sites that help the reputation of their brand or organisation.
- Identify what makes a successful engagement site.
- Use online and offline PR to build interest in the site.
- Build and maintain interest in the site.
- Mobilise that interest for the benefit of their brand or organisation..

### COURSE CONTENT

#### What is an Engagement Site?

The concept of engagement sites. What is the point? How such sites fit within the ethos of digital PR.

The changing emphasis of PR in the digital age.

#### Key Characteristics of Engagement Sites

Identifying the shared interest that will encourage your target audiences to engage with your site.

Avoiding deception. You engage your target audience. You don't try to fool them with spurious independence.

#### Building Interest and Involvement

The vital importance of maintaining freshness in the content.

Inviting others, even competitors, to participate. Keeping the shared interest genuine.

Techniques for rewarding involvement.

#### Mobilising Interest in Your Organisation

How to use an engagement site to further the interests of your brand or organisation, without resorting to subtle or unsubtle plugs.

Understanding the social nature of digital PR and using that understanding to your advantage.

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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.



PR Training Provider