

Maximising Press and Media Coverage



media training

enquiries@mediatraining.ltd.uk

020 7359 9855

www.mediatraining.ltd.uk

Course description

Any marketing or PR professional needs to build an effective press and media network in order to maximise media coverage - this course shows you how to do this. It covers creating and maintaining a contact list, pitching ideas and editorial to print and online media and ensuring that your organisation or client gets good, positive media coverage.

We run a separate one day Writing Press Releases course for those who need to create press releases rather than look at ways of increasing their press coverage.

Course information

Course duration One day

Course cost

Public scheduled course: £325 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course £495 plus VAT for individual tuition.
Please call for prices for groups of two or more.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station. We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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Introduction

- How the press works
- The structure of modern media

What the press expects from you

- Understanding press expectations will automatically increase your success rate
- Communicating effectively with the press

Designing a media strategy

- Who to contact?
- Getting the timing right
- Tailoring a press releases for different audiences
- Creating a day-to-day plan

Establishing a network of press and media contacts

- Effective and practical methods of building a contacts list
- Maintaining on-going relationships

Distributing your press release

- Different ways of distributing a press release
- Words that work and words that don't
- When to cold call and what to say
- Following up your press release

Confidence building

- How to deal with knockbacks
- How to be appropriately persistent
- Building your own confidence

Organising a launch

- Planning a press launch
- Targeting specific media
- The soft launch
- Social networking sites
- Planning a successful launch event
- Following up a successful launch
- What to do when your campaign takes off

Questions and answers