

Maximising Press and Media Coverage

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.

If you are interested in learning how to write effective press releases, you should attend our Writing Press Releases course instead.

Pre-Course Requirements

You need no previous experience to attend this course.

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Pricing & Availability

Course Duration:	One Day
Public Scheduled Course:	£325.00 plus VAT
Public Scheduled Dates:	06-06-2018 at London Bridge 06-07-2018 at London Bridge 01-08-2018 at London Bridge 31-08-2018 at London Bridge 26-09-2018 at London Bridge
Private Course:	£545.00 plus VAT for individual tuition. Call for prices for private groups of two or more.
Follow-on Courses:	Not Applicable
Post-Course 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