

# 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

<b>Course Duration:</b>	One Day
<b>Public Scheduled Course:</b>	£325.00 plus VAT
<b>Public Scheduled Dates:</b>	15-12-2017 at London Bridge 19-01-2018 at London Bridge 21-02-2018 at London Bridge 16-03-2018 at London Bridge 11-04-2018 at London Bridge
<b>Private Course:</b>	£545.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	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