

Press Release Writing Training

■ Description

A workshop with plenty of hands-on experience and exercises covering:

- Press release techniques
- Understanding what makes a good news story
- Conveying key messages
- Creative quotes
- Clever photo ideas
- Preparing for an interview

■ Aims

This media training course is aimed at giving delegates practical advice on how to promote themselves and their organisation through the media. The programme is designed to give an insight into the way the media works, what journalists are looking for and practical experience of press release writing, with constructive tips and feedback on preparation, presentation and style.

Mosaic's dynamic and inspirational trainers leave delegates on this highly interactive and practical course equipped with the necessary skills and insight that will enable them to play a significant role in improving their organisation's public relations activities.

■ Course Programme

MORNING

What makes news and what journalists are looking for

The art of press release writing

Understanding key messages

Press release writing exercise with constructive feedback

AFTERNOON

Press release writing exercise with constructive feedback

Talking to journalists and preparing for an interview

Photography in PR

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