



Press Release Writing Training

▪ Overview

Our tailor-made course is a workshop with plenty of hands-on experience and exercises. You'll learn press release techniques including how to convey key messages and develop creative quotes. You'll understand what makes a good news story, how to use a creative photograph and how to prepare for an interview once your press release gets attention.

This course is aimed at giving you practical advice on how to promote yourself and your 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 will ensure you leave this highly interactive and practical course equipped with the necessary skills and insight that will enable you to play a significant role in improving your organisation's public relations activities

This course is available as face to face training or online via Zoom or Teams.

▪ Programme

- What makes news and what journalists are looking for
- The art of press release writing
- Understanding and developing key messages
- Press release writing exercise with constructive feedback
- Talking to journalists and preparing for an interview
- Creating photograph opportunities

Mosaic Media & Marketing Training

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