

'DO YOUR OWN PR' REVEALS THE SECRETS OF PR PROFESSIONALS

Submitted by: Jacqui Green Marketing

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- One-day course takes delegates behind the veil of secrecy to de-mystify the black art -

- Become your own PR expert and make your marketing budget go further' -

Starting in March 2004, The PR Training Centre is running a new one-day course entitled 'Do Your Own PR'. The course is designed for the busy manager or executive tasked with responsibility for marketing communications, press and public relations, and similar marketing functions.

'Do Your Own PR' is a one-day Masterclass in running a successful PR programme designed for anyone who finds themselves responsible for raising the profile of their organisation and gaining favourable media coverage. Full details of the course are listed on The PR Training Centre web site at www.theptrainingcentre.com

The course is co-presented by seasoned PR professionals. Jacqui Green has run a successful PR agency for fifteen years. Richard Milton has been a writer, journalist and broadcaster for more than 25 years and is author of the management handbooks 'Do Your Own PR' and 'Bad Company' - chosen by The Sunday Times as its business book of the week.

The presenters have trained hundreds of Britain's top executives in handling the press over the past 15 years, but this is the first time they have offered public courses teaching media skills. Says Richard Milton, 'More and more companies are handling their press relations in-house, rather than depending on an agency. This isn't just a temporary measure, it's a sea-change in the way companies handle the media and it means that senior executives need to acquire the skills to plan a successful PR programme and handle the press with confidence. Our new course gives them those skills and that confidence.'

Says Jacqui Green, 'PR is often seen as a mysterious black art by marketing people, yet our experience shows that anyone can be successful if they follow some simple rules. Our new course takes the busy marketing manager behind the veil of mystery and reveals the secrets that professionals use to get results.'

'The course isn't just for those companies who decide to go it alone', says Green. 'It also teaches how to get value for money out of your PR agency by using them to the full, and explains the things you can do in-house to save costs and stretch your marketing budget further.'

Topics covered on the course include; handling the press - the golden rules; successful marketing and PR Strategies; press releases that work; organising 1-2-1 press interviews; using pictures effectively; PR disasters - some case studies; sourcing PR information; market research for PR use; using radio and television; using the internet for PR; handling a PR crisis; choosing and using a PR agency.

The course is designed for any manager who is tasked, formally or informally, with raising the organisation's media profile in order to gain higher recognition for the organisation's products,

services or aims. Relevant job titles include marketing manager, marketing assistant, marketing communications manager/ assistant, and similar roles.

After attending 'Do Your Own PR', managers will be able to: plan and execute a strategic PR programme that works; understand how press and media work - and what they want; produce press releases that get used; give successful one-to-one press interviews; successfully exploit radio and TV opportunities; know the golden rules for handling a PR crisis; get the media recognition that their organisation needs.

Courses are run monthly at The PR Training Centre's Trafalgar Square training room. The course fee is £385 per delegate, and £285 for each additional delegate from the same organisation. The next three courses will take place on Tuesday 23 March 2004, Thursday 22 April, and Thursday 20 May 2004.

Courses run from 9:30 to 4:30 in Trafalgar Square. Course fees are all-inclusive of lunch, morning and afternoon refreshments, full course notes and materials and a copy of the management handbook 'Do Your Own PR' by presenter Richard Milton.

Seminar presenters

The presenters of 'Do Your Own PR' are seasoned professionals who have held senior management roles in industry, in the media and in media relations.

Richard Milton

Formerly a design engineer in the telecommunications industry, Richard Milton has been a journalist, writer and broadcaster specialising in business and industry for more than 25 years. As an IT journalist he has edited titles such as Dataweek and Minicomputer News and contributed regularly to newspapers and magazines in the business press.

Richard Milton is the author of the best selling business book *Bad Company*, chosen by The Sunday Times as its Business Book of the Week. He is also the author of the popular management handbook *Do Your Own PR*.

As a radio broadcaster he has appeared on scores of programmes on BBC and overseas radio stations and appeared in a number of television productions including the BBC2 series *Heretics*. Milton also specialises in press training for the business and IT media and his company, Press Training Dot Com (www.presstraining.com) has presented hundreds of courses for many major corporations.

Jacqui Green

With 20 years experience of marketing in the IT, business to business and services sectors, Jacqui combines strategic marketing know-how with a very practical approach that focuses on driving the PR process to deliver tangible results for clients.

Before founding JGM, in 1987, Jacqui was employed as International Marketing Manager of Meridian

International - a global computer services group. Jacqui was also employed as International Marketing Communications Manager and Public Relations Manager at Meridian.

Prior to this, Jacqui was the International Marketing Manager for computer leasing company, United Computers and before that was employed as UK Marketing Manager of PC dealership and services company, United Business Systems, responsible for business to business marketing.

Uniquely in PR, Jacqui also has experience as an IT manager, at the National Coal Board as Systems Manager responsible for the set-up and management of a state-of-the-art data centre.

Jacqui's PR company, JGMpr, has carried out PR on behalf of scores of organisations in Britain including major high-tech companies. (www.jgmpr.com)

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