

NEW PR TRAINING CENTRE WEBSITE FEATURES 'TEST YOUR PR IQ!' – A CHALLENGING BUT REVEALING TEST

Submitted by: The PR Training Centre

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* Measure your PR skills with a new test from The PR Training Centre *

London, 12 April 2004: Leading UK PR Training organisation, The PR Training Centre has redesigned its web site at www.theprtrainingcentre.com and has provided a light-hearted but challenging test for visitors to measure how sharp their PR skills are -- their 'PR IQ'.

Says The PR Training Centre's Jacqui Green, 'PR skills are at a premium in today's highly competitive markets and marketing people are being called on more and more to deal with the press and broadcast media. The test we've designed for our site may be entertaining but it also has a serious purpose – to remind marketing people of the importance of keeping their skills up to date, especially in areas like Web Marketing.'

Visitors to The PR Training Centre's web site can find out for themselves how up to date they are by trying the five not-so-simple questions asked on the page at www.theprtrainingcentre.com/test_your_pr-iq.htm

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About The PR Training Centre

The PR Training Centre provides practical one-day courses for busy marketing people tasked with responsibility for marketing communications, press and public relations, web marketing and other marketing functions. The Centre runs regular monthly courses in London's Trafalgar Square. Its most popular course is the one-day Masterclass 'Do Your Own PR' designed for anyone who finds themselves responsible for raising the profile of their organisation and gaining favourable media coverage.

For further information contact visit www.theprtrainingcentre.com or contact:

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Key words

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