

Training course on how to win new PR accounts launched

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The Perfect Proposals and Presentations Masterclass (<http://www.perfectproposals.co.uk>), a half-day training course on how to win new PR accounts, has been launched by New Venture Publishing (<http://www.newventurepublishing.co.uk>).

The half-day course takes place for the first time on Thursday 13 November in central London and booking (<http://www.perfectproposals.co.uk>) is now open.

The course draws on an exclusive study of what 114 PR agency clients regard as important when they consider proposals and presentations from rival PR agencies.

Course presenter Jo Lynn, who has wide experience of developing new business proposals at PR agencies such as Good Relations and Lynne Franks, questioned marketing directors and in-house PR directors in a wide range of companies and public sector organisations.

The questions focused on issues such as what factors they take into account when drawing up short-lists of PR agencies to pitch for their business, what features they regard as most important in proposal documents, and how they prefer to pay for PR services.

Ms Lynn said: "The study has given us a rare insight into the decision-making process which clients use when they're considering proposals from rival agencies. Some of the findings should make agencies re-assess how they go about pitching for new business."

The Perfect Proposals and Presentations Masterclass is based around nine modules (<http://www.perfectproposals.co.uk>) which start with how to find and target new clients, then move through issues such as taking briefs, developing campaign strategies, writing proposals and making effective presentations, and end with handling the final negotiations over terms and conditions.

Ms Lynn has been a board director at several major PR agencies. She began her career as a journalist before being headhunted into PR.

There is more information about the Perfect Proposals and Presentations Masterclass at <http://www.perfectproposals.co.uk>

Other New Venture Publishing training events include the Perfect Press Release Masterclass (<http://www.prmasterclass.co.uk>), the Perfect Pitch Masterclass (<http://www.perfectpitchmasterclass.co.uk>) and the Perfect Interview Masterclass (<http://www.perfectinterviewmasterclass.co.uk>).

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