

PR Training is the low-cost solution to beat the credit crunch and save on marketing budgets

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London, 19 January 2009: PR training courses (<http://www.theprtrainingcentre.com/index.html>) can assist organisations to save money on marketing (http://www.theprtrainingcentre.com/pr_training_courses.html) at low cost to beat the credit crunch, according to The PR Training (http://www.theprtrainingcentre.com/dates_and_fees.html) Centre's principal presenter Jacqui Green.

Says Jacqui 'Our one-day PR training workshops have been designed to be the most cost effective way of dealing with adverse market conditions, when sales slow down. Advertising is expensive, and price-cutting product promotions can damage revenue. But PR is the lowest-cost way to build brand awareness and extend market penetration of products and services.'

'Companies of every size are finding it pays to deploy the very latest PR skills, especially in the field of Online Digital PR (<http://www.theprtrainingcentre.com/digital-pr-skills-training.html>) as well as Web PR and marketing (<http://www.theprtrainingcentre.com/web-marketing-training.html>), and our one-day workshops are the 'royal road' to acquiring those skills, enjoyably and efficiently.'

PR Training courses from The PR Training Centre exceeded customer satisfaction levels of 98 per cent for all courses delivered in 2008. The proportion of delegates saying that courses met their needs 'well' or 'very well' has reached its highest level ever.

PR Skills Workshop, the PR Training Centre's most popular one-day course, will next be run in Covent Garden, London, on Monday 2 February and a few seats are still available. For details see http://www.theprtrainingcentre.com/pr_training_courses.html.

The full range of courses will be run throughout 2009 - PR Skills Workshop, Digital PR Skills Workshop, Advanced PR Skills, and Web Marketing Skills, as well as half-day courses in Blogging (<http://www.theprtrainingcentre.com/blogs-and-blogging-course.html>), Creative Writing for PR (<http://www.theprtrainingcentre.com/creative-writing-course.html>), and Email Marketing.

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About The PR Training Centre

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

Keywords: pr training, pr courses, pr training courses, digital PR, online PR, Web 2.0, Internet PR, viral marketing, trusted networks, social networking, videocasting, podcasting, e-marketing, blogging, blogosphere, viral PR campaigns.

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