

## **'Online PR' - course in Digital PR technique from The PR Training Centre is now available to PR Agencies as an in-house course**

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'Online PR' (<http://www.theprtrainingcentre.com/digital-pr-skills-training.html>), the one-day course in digital PR (<http://www.theprtrainingcentre.com/digital-pr-skills-training.html>) techniques from The PR Training (<http://www.theprtrainingcentre.com/index.html>) Centre, is now available as an in-house course for PR Agencies ([http://www.theprtrainingcentre.com/in-house\\_PR\\_training.html](http://www.theprtrainingcentre.com/in-house_PR_training.html)) keen to get up to speed in every aspect of online digital media relations (<http://www.theprtrainingcentre.com/digital-pr-skills-training.html>).

According to principal presenter Jacqui Green, 'Our one-day PR Agency workshop ([http://www.theprtrainingcentre.com/pr\\_courses.html](http://www.theprtrainingcentre.com/pr_courses.html)) on 'How to do online digital PR', has proved immensely popular with both in-house PR managers and PR agencies, so we are now offering it as an in-house course. So far we have delivered the training for PR agencies ([http://www.theprtrainingcentre.com/in-house\\_PR\\_training.html](http://www.theprtrainingcentre.com/in-house_PR_training.html)) that include Whiteoaks Communications, William Murray, Penrose Financial, Sopexa and Gosh PR.'

Agency personnel who have attended the workshop have heaped praise on the course and its joint presenters. Says Scott Carke of Whiteoaks Communications, 'Both Richard and Jacqui presented the course well and really explained to the room how digital marketing can benefit PR. Also useful info about social networks. This course has opened up a number of possibilities which I will implement for my clients. Fantastic!'

According to Chloe Handy of Fleishman-Hillard, 'Learning about raising profile on Google was very useful! Will be bumping my clients up as of Monday'

Says Fiona Reece of Fiona Reece PR, 'Good day and lots of great information - especially on blogging and digital press releases (<http://www.theprtrainingcentre.com/digital-pr-skills-training.html>)'.

'Online PR (<http://www.theprtrainingcentre.com/digital-pr-skills-training.html>) is currently the hottest topic in the agency world and it is often clients who are driving the process of going digital,' says Jacqui Green. 'Most PR Agencies have been quick to respond by acquiring the necessary skills from experienced practitioners. Getting online PR right can yield results that can be spectacular for any organisation and this is just as true for Agency staffed tasked with getting coverage for their clients.'

Further information on in-house courses from The PR Training Centre can be found on the website at [www.theprtrainingcentre.com/in-house\\_PR\\_training.html](http://www.theprtrainingcentre.com/in-house_PR_training.html)

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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, Web2, Internet PR, viral marketing, trusted networks, social networking, videocasting, podcasting, e-marketing, blogging, blogosphere, viral PR campaigns.

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