

NEW DATES FOR PR TRAINING COURSES ANNOUNCED

Submitted by: New Venture Publishing Ltd

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New Venture Training (<http://www.newventuretraining.co.uk>) has announced summer and autumn dates for its PR training and public relations courses. They include training courses on writing press releases (<http://www.prmasterclass.co.uk>), pitching ideas to editors (<http://www.perfectpitchmasterclass.co.uk>), winning more PR business (<http://www.perfectproposals.co.uk>), doing in-house public relations (<http://www.howtodoyourownpr.co.uk>), and writing newspaper and magazine articles (<http://www.writingforpublication.co.uk>).

Course dates are:

Perfect Public Relations Masterclass (<http://www.howtodoyourownpr.co.uk>): London, Tuesday 2nd June. This is a one-day course aimed at PR and marketing professionals in companies that handle their PR in-house. It includes a complete overview of how to organise an in-house PR campaign as well as perform key tasks such as writing press releases and arranging interviews with journalists.

Perfect Proposals & Presentations Masterclass (<http://www.perfectproposals.co.uk>). London, Thursday 18th June and Manchester Business School, Wednesday 7th October. This is a half-day course for managing directors, chief executives and new business directors in PR agencies. It focuses on how to win more PR business and is based on research which revealed what 115 in-house marketing and PR directors are looking for when being pitched to by an agency.

Writing for Publication Masterclass (<http://www.writingforpublication.co.uk>). London, Wednesday 1st July and Manchester Business School, Wednesday 7th October. This half-day course is aimed at PR and marketing professionals who need to write articles for newspapers, magazines and websites as well as their own in-house newsletters and publications.

Perfect Press Release Masterclass (<http://www.prmasterclass.co.uk>). London, Wednesday 22nd July. This intensive half-day course provides a 14-step approach to writing press releases that editors want to receive. The course is based on a research project in which 89 editors and senior journalists set out what they want (and don't want) from press releases.

Perfect Pitch Masterclass (<http://www.perfectpitchmasterclass.co.uk>). Manchester Business School, Thursday 8th October. This half-day workshop shows how to pitch article and interview ideas to editors. It is based on a research project in which 75 editors and senior journalists set out what they are looking for when being pitched an idea by a PR person.

There are detailed outlines of all the courses and online booking information on New Venture Training's website – www.newventuretraining.co.uk

New Venture Training is part of New Venture Publishing (<http://www.newventurepublishing.co.uk>), which provides books and training courses for PR and marketing professionals.

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