

Creative Writing for Public Relations date announced by The PR Training Centre

Submitted by: Jacqui Green Marketing
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Creative Writing for Public Relations (<http://www.theprtrainingcentre.com/creative-writing-course.html>), the one-day workshop from The PR Training (http://www.theprtrainingcentre.com/pr_training_courses.html) Centre will be held on Monday 8th February in Covent Garden, London.

Says workshop co-presenter Jacqui Green, 'We designed this PR writing course (<http://www.theprtrainingcentre.com/creative-writing-course.html>) specifically for marketing and PR people after receiving scores of requests for help with the task of writing effective copy (<http://www.theprtrainingcentre.com/creative-writing-course.html>), especially for both print media and for websites. We've responded with a workshop that covers all the most popular forms of writing including writing a press release (<http://www.theprtrainingcentre.com/creative-writing-course.html>), features, editorial submissions, case histories and web copy. It explains the importance of using keyword vocabularies and even covers writing effective pay-per-click adverts.'

The course has two presenters, rather than one, both experienced professionals. Richard Milton is a journalist, writer and broadcaster who is the author of six books and writes as a freelance for both business publications and national dailies. Jacqui Green is head of a marketing and PR agency who is in regular contact with the media and has decades of experience in engaging the interest of journalists and editors through the written word.

Says Jacqui, 'We've scheduled Creative Writing as one of the first courses in the new year because of the very high level of interest in this subject. Now that so many companies are having to sharpen up their marketing in an increasingly competitive marketplace, good copywriting (<http://www.theprtrainingcentre.com/creative-writing-course.html>) can provide the edge that is the difference between succeeding and just surviving.'

The one-day Creative Writing for Public Relations Workshop will be held at The PR Training Centre, Covent Garden, London, and costs £395 plus Vat (£295 for each subsequent delegate). The next workshop will be held on Monday February 8th. For further details see <http://www.theprtrainingcentre.com/creative-writing-course.html>

Over the past four years, The PR Training Centre has trained delegates from companies that include; Carlton TV, Morgan Stanley, Associated Newspapers, British Red Cross, EMAP, Institute of Directors, Merrill Lynch, BBC World Service, AstraZeneca, Wilkinsons, British Holidays, Southwest Trains, Campaign for Real Ale, Konica-Minolta, Arena Leisure, World Television, Oyezstraker, BOSE, Lichtenstein Lottery, Which? and Virgin Money.

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About The PR Training Centre

Founded in 2004, The PR Training Centre provides practical one-day and half-day courses for busy people

tasked with responsibility for marketing communications, press and public relations, web marketing and other marketing functions. The Centre runs regular courses each month 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.

For further information contact:-

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