

# Social Media and Online PR training course to be held in London on Monday 4th October

Submitted by: Jacqui Green Marketing

Monday, 19 July 2010

---

Social Media (<http://www.theprtrainingcentre.com/social-media-skills-training.html>) and Social Networking (<http://www.theprtrainingcentre.com/social-media-skills-training.html>) are the key topics of the one-day PR workshop (<http://www.theprtrainingcentre.com>) from The PR Training (<http://www.theprtrainingcentre.com>) Centre, to be presented on Monday 4th October in Covent Garden, London.

According to principal presenter Jacqui Green, "Social media (<http://www.theprtrainingcentre.com/social-media-skills-training.html>) is the subject dominating most corporate agendas at the moment, and yet it is still very poorly understood from a practical point of view. There is a long queue of internet pundits offering their theories about what social media is and what it isn't – our workshop is delivered by practitioners who use social media successfully on a day to day basis.'

Says Jacqui Green, 'Twice the number of PR agencies now use Twitter compared with a year ago, and the majority are using Facebook regularly – but the uses to which these tools are being put is still very superficial – keeping up with the news or simply keeping up with the Joneses, technologically. Our Social Media workshop (<http://www.theprtrainingcentre.com/social-media-skills-training.html>) shows how they can be used to spread the word effectively and garner media coverage that wouldn't exist otherwise.'

The one-day workshop 'Social Media and Online PR (<http://www.theprtrainingcentre.com/social-media-skills-training.html>)' is designed for PR and marketing (<http://www.theprtrainingcentre.com>) professionals who are keen to get up to speed in using social networking, Blogging and Twitter for online PR campaigns. It has been presented publicly scores of times over the past four years as well as in-house to some of Britain's biggest blue-chip corporates and more than 20 PR agencies.

Nikki Chadwick, Marketing Manager of South West Trains, says, 'Probably – no, definitely – the most effective web course I have ever attended.'

Christine King of Make Waves PR says, 'I applaud the enthusiasm that Jacqui and Richard have for Digital PR and the expertise they have worked so hard to build up and deliver back to the industry.'

Daniel Jones, Excess Energy Comms, says, 'Well-led, easily-explained and well-paced. I think it really helped having both a journalist and a PR professional leading the workshop together.'

Jo Watling of Swift Horsman says, 'Turned a topic I was apprehensive about and made it accessible. Interactive and informative – covered all the basics I was hoping for. Very well presented – having two presenters added extra dynamic to the session.'

Ben Fortenbacher of Capital Shops says, 'Ticked all the boxes!'

Says Jacqui Green, 'Our online digital PR workshop gives marketing and PR professionals a practical toolkit of tips and techniques they need to make social media part of their campaigns – rather than being left behind in the marketing race.'

Further information on in-house courses from The PR Training Centre can be found on the website at <http://www.theprtrainingcentre.com/digital-pr-skills-training.html>

- ends -

#### 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.

For further information contact:-

Richard Milton or Jacqui Green at The PR Training Centre on Tel 020 7808 0123 or by email [richard.milton@theprtrainingcentre.com](mailto:richard.milton@theprtrainingcentre.com) & [jacqui.green@theprtrainingcentre.com](mailto:jacqui.green@theprtrainingcentre.com)