

# Mobile marketing and creative writing for PR feature in 2012 training schedule published by The PR Training Centre

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Friday, 13 January 2012

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PR skills ([http://www.theprtrainingcentre.com/pr\\_training\\_courses.html](http://www.theprtrainingcentre.com/pr_training_courses.html)), creative writing for public relations (<http://www.theprtrainingcentre.com/creative-writing-course.html>), and smart mobile marketing (<http://www.theprtrainingcentre.com/mobile-marketing-and-public-relations.html>) are among key one-day workshops to be presented by The PR Training (<http://www.theprtrainingcentre.com/index.html>) Centre in London in 2012.

The course schedule for the first six months of 2012 has been published by The Centre and is currently available on its website at <http://www.theprtrainingcentre.com>.

Several new topics make an appearance in the course schedule for the first time. They include Smart mobile marketing (<http://www.theprtrainingcentre.com/mobile-marketing-and-public-relations.html>) and local search, How to use LinkedIn (<http://www.theprtrainingcentre.com/index.html>) for business, How to use Twitter for Business, as well as PR crisis management (<http://www.theprtrainingcentre.com>) and how to protect your reputation online.

Other new and revamped workshops include Writing proposals and tenders (<http://www.theprtrainingcentre.com/writing-proposals-that-win-business.html>) that win business, Geo-social and Geo-location marketing (<http://www.theprtrainingcentre.com/mobile-marketing-and-public-relations.html>), Web marketing for marketing and PR professionals (<http://www.theprtrainingcentre.com/web-marketing-training.html>), and Internal communication & stakeholder communication.

The full list of one-day workshops from January to June 2012 is given in the table below and can be downloaded from the website at <http://www.theprtrainingcentre.com>.

Co-founder of The PR Training Centre, Jacqui Green, says, 'We've developed several important new workshops for 2012 in response to fast developments in social media and mobile marketing. Alongside our well-established PR Skills and Web Marketing workshops, we've added Geo-social and Geo-location Marketing because we think this is going to be important this year. We've also harnessed our internal expertise to create a workshop on writing successful proposals, as this is becoming key to winning business for many companies.'

Founded in 2004, The PR Training Centre runs one-day workshops at its Covent Garden Training Centre in Central London. Customers include many of Britain's best-known brand names including; Aardman Animations, Age UK, AstraZeneca, BBC, Betterware, The Body Shop, BP, British Red Cross, Business Link, Carlton TV, Champneys, Chevrolet, Confused.com, DTI, Elsevier, EMAP, FT, Gyro International, Hachette Filipacchi, Harper Collins, Hornby, Institute of Directors, Konica-Minolta, Land Registry, LateRooms.com, Legoland, Londis, Matalan, Merrill Lynch, Metropolitan Police, Ministry of Defence, Morgan Stanley, Nationwide Access, Ordnance Survey, Penguin Books, Pickfords Removals, Scottish Parliament, Smirnoff, Sony, South West Trains, Taylor Woodrow, The Management Centre, The Times, Transport for London, Victoria & Albert Museum, Virgin Money, and Which? Magazine.

Release Courses 2012 table

Friday 13th January  
PR Skills Workshop

Monday 23rd January  
Creative Writing for Public Relations

Friday 27th January  
Advanced Media Management and Effective Interview Skills

Monday 6th February  
Smart Mobile Marketing and Local Search

Friday 10th February  
How To Use LinkedIn for Business  
(Morning - 10:00-13:00)  
How To Use Twitter for Business  
(Afternoon - 14:00-17:00)

Monday 13th February  
PR Crisis Management and Protecting Your Online Reputation

Monday 20th February  
Writing Proposals and Tenders That Win Business

Friday 9th March  
Geo Social and Geo Location Marketing

Monday 11th March  
Web Marketing for Marketing and PR Professionals

Friday 15th March  
Internal Communication & Stakeholder Communication

Monday 19th March  
PR Skills Workshop

Monday 26th March  
Writing Skills for PR, Marketing and the Web

Friday 30th March  
Advanced Media Management and Interview Skills

Friday 20th April  
Smart Mobile Marketing and Local Search

Monday 30th April  
How To Use LinkedIn for Business  
(Morning - 10:00-13:00)  
How To Use Twitter for Business  
(Afternoon - 14:00-17:00)

Monday 14th May  
Writing Proposals and Tenders That Win Business

Friday 18th May  
PR Crisis Management and Protecting Your Online Reputation

Monday 21st May  
Online PR, Social Media PR and Engaging Online Audiences

Friday 25th May  
Introduction To Marketing SEO for Competitive Advantage

Monday 28th May  
PR Skills Workshop

Monday 11th June  
Creative Writing Skills for Marketing and Public Relations

Friday 15th June  
Finding The News That Journalists Want and How To Pitch It To Them

Monday 18th June  
Smart Mobile Marketing and Location-Based Search

Friday 22nd June  
Advanced Media Management and Interview Skills

Monday 25th June  
Marketing Proposal Writing Workshop

Friday 29th June  
Strategic Marketing and PR Planning for the Digital Era

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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, social media and digital communities, web marketing and other marketing functions.

For further information contact:-

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