

PR TRAINING

Joshua PR runs a one-day “Establishing a PR Programme” training course that is open to anyone with interested in running their own PR campaign, without the need of an expensive PR agency.

The course is designed to equip you with the fundamental skills of PR, giving you the tools to be able to establish a simple but effective PR campaign that you can run internally. Or allowing you to more effectively choose and manage your PR agency.

The training is based around teaching the three key elements to setting up your own PR programme: an understanding of your audiences; an understanding of ‘news’; knowledge of the PR tools that will generate your media coverage.

THE AIMS

In the session delegates will learn the following elements:

- What a PR programme is
- What is required to run an effective PR campaign
- How to get your news ‘heard’ and have journalists writing about you

Each workshop is tailored to the specific needs of the participants and the requirements of their market, making sure that you can the most out of it.

Whether you want to use PR to increase sales, attract investors or increase brand awareness, this course will give you the basic knowledge and practical skills to help you create, manage and run your own in-house PR programme.

BUDGET

For a full-day’s training for up to a maximum of 6 delegates the fee is £1,500.

Please note: delegates from more than one company can attend the sessions.

**Plus travel and accommodation expenses if required.*

FOR MORE INFORMATION

Contact Patrick Smith at patrick.smith@joshuapr.com or +44 (0)7734 600 553

Other services are also available from Joshua PR, to find out more please call, or visit:
www.joshuapr.com