

HOW TO PLAN AND MANAGE YOUR OWN PUBLIC RELATIONS CAMPAIGN



Are you gaining the media coverage and publicity you desire?

Publicity and media coverage grabs the attention of potential customers and clients. You can learn how to create effective PR strategies for your company to increase attention for your business and gain \$\$\$\$ worth of free exposure.

In this full day seminar you will discover what is unique about you, your product or service and how to promote it. You will gain increased confidence in dealing with the media and an understanding of how to manage your own publicity and public relations campaign.

Sue Currie an award-winning public relations consultant, will share strategies of what the media are looking for and how to deliver it.

We felt that you helped us achieve our objective which was to gain a good overview of formulating a PR plan and writing a media release. Your interactive style and use of group work was beneficial to the learning process. Select Australia

The feed back from your presentation today was "great " good take home value! Your clear presentation is very effective and explains what the media is and how to use it effectively, you have a good product and I have no hesitation in recommending you to all business owners and senior managers. TEC

The day was a great success and perfectly pitched to the needs of our organisation. You were able to assess exactly where we were in regard to our attitudes and dealings with the media and then crafted an excellent training programme to help us get to where we need to be. Montessori

STRATEGIES TO HELP YOU SHINE IN THE MEDIA:

- What public relations is, how it can work for you
- How to work with the media – what journalists need – what matters
- PR campaign planning and strategy
- How to generate free publicity – simple strategies to gain media coverage
- How to write effective media releases
- How to compile a media kit
- Build a media room
- How to handle a radio or TV interview

WHO WOULD BENEFIT FROM THIS HALF-DAY SEMINAR?

Anyone who wants to grow their business through publicity or wants to develop more of an understanding of how the media works.

Publicists and marketers
Professional speakers

Business spokespeople
Entertainers

Small business entrepreneurs
Authors

Charity organisations
Direct salespeople



The seminar will be held at Bureaux, Level 3, 50 York Street, Sydney from 9.30am until 5.00pm on Wednesday, 20 February 2008.

A comprehensive workbook, plus a copy of Sue's book Apprentice to Business ACE and lunch will be provided.

REGISTRATION

TAX INVOICE Sue Currie Communications Pty Ltd t/a Shine Communications Consultancy ABN 73 090 122 222

Cost: \$495 (inc GST)

Early bird before Feb 6: \$400 (inc GST)

To register please enclose your cheque and post to Shine Communications Consultancy, PO Box 365 Rozelle NSW 2039 or **fax** registration form to **(02) 9555 6962**. Further enquiries tel: (02) 9555 6952 or email: shine@shinecomms.com.au

Name: _____ Company Name: _____

Address: _____ Phone: _____

Email: _____ Mobile: _____

Paying by Cheque EFT transfer: email shine@shinecomms.com.au for details

Credit card Visa MasterCard

Card no Expiry date /

Name on card _____

Signature _____

Today's date _____

