

Media Relations

This course offers a concise introduction to the basics of professional and effective media relations. It is suitable for those who wish to gain more confidence and professionalism in developing positive relationships with the media.

Designed for

Anyone who wishes to gain more confidence and professionalism in developing a positive relationship with the media.

Aim

To offer a concise introduction to the basics of professional and effective media relations, providing delegates with an understanding of how the media work and how make the most of promotion through this medium.

Benefits

This course offers a sound foundation in handling PR and press relations. It will provide delegates with the practical skills and increased confidence to help their organisation get the most out of media opportunities, and thus improve their success rate for getting media coverage.



The Heads of the Valleys Innovation Programme (www.hovip.org.uk) will provide £50 (for a business) or £100 (for a business less than 12 months old or a social enterprise) based in the boroughs of Blaenau Gwent, Caerphilly, Merthyr Tydfil, Rhondda Cynon Taff or Torfaen to attend this course at any venue. Funding may also be available for bespoke training. Contact the Cardiff University Business Development Team for more information.

Duration: 1 day

Dates: 06 October 2009

18 March 2010

Fee: £161 (Includes lunch and refreshments)

Course Includes:

- How the media and journalists work
- Cultivating a positive relationship with the media
- Dealing confidently with media
- Importance of clear, appropriate writing
- Identifying and communicating key messages.
- Producing effective, targeted press releases/ publicity material

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