



Programme

Grabbing the headlines: Media and Press release Masterclass Virtual Training Course – 1 October 2024

Who should attend?

This course is aimed at those who would like to increase the coverage their business receives in the local, national and trade media.

Whether you want to promote good news stories about your company and employees or learn how to interest editors and publications in your scientific achievements, this masterclass will give you the tools to do so.

Why attend?

Positive media coverage builds awareness of your brand and business, improves your reputation and increases your influence & sales.

Editors are bombarded with ideas for stories, so how do you make yours stand out?

This one-day course is designed to show you what editors want, and help you develop ideas which capture their attention and learn how to pitch them effectively.

It will cover:

- how the media operates and the ingredients of a good story
- how to identify the journalists and publications that matter to you.
- how to develop a media strategy
- how to pitch your ideas
- how to write an effective press release

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09:30	Registration
10:00	Welcome & Introductions
10:15	How the media operates: The who, what, where and when of the media
11:00	Break
11:15	Developing a media strategy: Target audiences, building relationships with the media, clarifying your key messages, creating a media toolkit
12:00	The so-what test: What makes a good story
12:15	Story thinktank: Facilitated brainstorm to develop story ideas for your business
13:00	Lunch
14:00	Pitching your story: Deciding the best way to secure coverage
14:15	The perfect press release: how to structure them, what to include, how to send them
15:30	Break
15:45	Practical exercise: prepare a press release or pitch for publication
16:45	Any questions
17:00	Close