



What the Delegates Say

More than 3,000 PR professionals have already attended our Creative PR Copywriting over the last 20 years. Here is what some of them had to say:

"This is a stunning course. It is packed full of brilliant nuggets of writing information".
GF, Greater London Authority

"This is a really good and highly practical course. I will be recommending it to my colleagues".
RBS, Virgin

"I really enjoyed this course. The writing structure sections were brilliant - they will change the way I write PR material for ever".
LMG, Lloyd's of London

"Excellent. I really did learn how to be creative in my PR work".
AM, Esure

"A very good course. The way the course is delivered really does build the confidence required to write PR copy creatively".
JH, Met Office

"A really enjoyable course. It was amazing to see how a boring press release could be transformed into an exciting story".
MG, Highlands & Islands Enterprise

"Excellent. This course has taught me how to write like a PR professional".
BF, Metropolitan Police

"This is a very good course. I will be recommending it to all my colleagues".
ME, BAE Systems

"I really enjoyed this course. I learnt an awful lot".
MB, GlaxoSmithKline

"An excellent course with some terrific tips that I will take back to work".
FN, Standard Life

"I really enjoyed this course. It was totally jargon free and I learnt so much".
HF, DSTL

"A really informative and well designed course".
CH, Scottish Water

"A fantastic course in creative writing. It really helped me to think outside the box".
BH, Stratford-on-Avon District Council

"A truly impressive amount packed into one-day. Fantastic practical exercises will really help me to write more creatively".
GJ, BBC

"A really stimulating course. Thank you"
RM, Cleveland Fire Brigade

"A fantastic course. It was well delivered, and a real confidence booster"
KH, Kingsway Partnership

"Excellent. The exercises used to create new ideas were outstanding"
HE, HM Land Registry

"This course is really motivating. I can't wait to go back to the office to try the new techniques I learnt!"
CR, University of Liverpool

CREATIVE PR COPYWRITING




An intensive one day workshop that will show you how to dramatically improve your PR writing skills

23 September 2010

The Grange Holborn Hotel
London

Course Overview

- An intensive creative workshop that will show you how to dramatically improve your PR writing skills. Subjects covered include how to write press material quickly, how to overcome 'mental block', and how to write creatively - even when you don't feel that creative.
 - More than 3,000 PR professionals from 8 different countries have already attended this course.
 - The cost is £595.50 per place. **Two people save £100.** The cost for two people is £1091 (£545.50 per place). All prices plus VAT.
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Creative PR Copywriting

An intensive one-day workshop that will show you how to dramatically improve your PR writing skills

Have you ever suffered from mental block? Or been stuck for a creative idea for a press release? Or had to write a release against an impossibly tight deadline? Then **Creative PR Copywriting** is for you.

Have you ever had to make a boring subject appear interesting to the press? Or distil a mountain of complex detail into an interesting release or article? And do you sometimes sit down in front of your computer and think 'where on earth do I start'? Then you need **Creative PR Copywriting**.

Creative strategies revealed

Creative PR Copywriting is an intensive one-day workshop designed to help PR professionals dramatically improve their writing skills. Through the use of lectures, suggestions and exercises you will find out how to write copy like a top PR professional.

All the key topics are covered:

- **How to write professional quality press material.** How can you write really imaginative press releases, articles, PR reports and proposals? How do the top PR professionals come up with genuinely creative and original PR ideas? What is the best way to draft intelligent and witty quotes for a senior executive? And how can you be creative – even if you think that you are not?
- **How to bring a dull or boring subject to life in a press release.** How can you make run-of-the mill announcement appear interesting to the media? How do you inject life into old; dull; 'me-too' or just plain boring products and services? And how can you think up new angles for something that is exactly the same as everything else on the market?
- **How to create good news stories.** How can you employ the powers of creative thinking to generate a stream of good news stories about your organisation? How can you create newsworthy stories and present them to the press – even when you have nothing new or interesting to say? And how the top professionals create interesting PR stories out of 'thin air'?
- **How to 'speed write' PR material.** How can you write professional quality PR material quickly? How can you distil a mountain of complex or very technical information into a punchy piece of copy - even if you are not totally conversant with the subject matter? And what is the best way to keep focused under the pressure of a seemingly impossible deadline?

Creative PR Copywriting will show you.

Creative PR Copywriting will show you how to write day-to-day press and PR material in a more exciting and creative way. The syllabus places a strong emphasis on how to make dull, boring or run-of-the-mill products and services appear interesting to the media. The seminar will also show you how to present bad or sensitive news in the most positive way.

Write brilliant copy quickly

Creative PR Copywriting will show you how to write a highly technical or complex press release – even if you are not totally conversant with the subject matter. It will show you how to distil a mountain of complex information into a punchy piece of copy. And it will show how to do all this quickly, easily and with the minimum of fuss.

In addition, you will discover the best creative PR techniques to use to present bad news in the best possible light. You will see how to write a crisis press release. And finally, the 'tricks-of-the-trade' will be revealed: the techniques that the top PR professionals use to help them write quickly when management want things 'done yesterday'.

Britain's biggest PR training company

Creative PR Copywriting is organised by Meet The Press – the country's leading organiser of PR training courses. The course has been running for more than 10 years. In that time more than 3,000 PR professionals from all over the world have attended. So far, delegates from eight different countries have attended the course, including Italy, France, Denmark, Finland and Spain.

Conducted personally by a top expert

Creative PR Copywriting is run personally by Nicholas van Zanten – Britain's leading PR trainer. Nicholas is a member of MENSA, a member of the Institute of Public Relations and has been running PR training courses for more than 25 years.



Money back guarantee

If this seminar does not live up to your expectations; if you do not come away with ideas well worth more than its cost; if you are dissatisfied for any reason whatsoever, we will be happy to refund all your payment absolutely without questions.

BOOK NOW. If you write PR material don't miss this course. But act now. Places are strictly limited and allocated on a first come first served basis.

PROGRAMME

09.15 Delegate Registration

09.30 How to Write Professional PR Copy

During this session, the secrets of the UK's top PR copywriters are revealed. How do they actually sit down and write PR material? What techniques do they employ? This session shows you:

- The 'rules' of creative PR writing - and how to put them into practice.
- How to originate genuinely creative and imaginative PR ideas.
- How to come up with great PR ideas - even if your knowledge of a subject is very limited.
- How to be creative - even if you think you are not.

11.15 Refreshments

11.30 How to Write a Genuinely Creative Press Release

How can you inject life into a dull or boring subject in a press release? How can you present bad news in the best possible way? And what is the best way to put your creative ideas down on paper? This session shows you how the top PR professionals do it:

- How to use creative writing techniques to generate good news stories about your organisation.
- How to make dull, uninteresting or run-of-the-mill products and services appear interesting to the media.
- How to use creative PR techniques to present bad news in the best possible light in a press release.

12.45 Lunch

14.00 How to 'Speed Write' PR Material

Writing a complex press release can take days. The trouble is that PR professionals don't have days - they are lucky to have hours! What is the best way to reduce a mass of complex information into a press release - especially against the clock? This session shows you:

- How to 'speed write' a press release - and keep focused under the pressure of a seemingly impossible deadline.
- How to write a release on a highly technical or complex subject - fast.
- How to distil a mountain of complex information into a punchy piece of copy - even if you are not totally conversant with the subject matter.

15.15 Refreshments

15.20 Advanced Creative PR Writing

This session looks at the way creative copywriting techniques can be used to generate a constant stream of positive press coverage for your organisation.

- How to create newsworthy stories and present them to the press - even when you have nothing new or interesting to say.
- How to think up new angles for something that is exactly the same as everything else on the market.
- How to use creative writing techniques to generate good news stories about your organisation.
- How the top PR professionals create interesting PR stories out of 'thin air'.

16.30 Close

Registration



Creative PR Copywriting

YES I want to find out about all the latest creative PR copywriting techniques. Please enrol me on the one day course **Creative PR Copywriting**.

Discounts. The cost is £595.50 per place. **Two people save £100.** The cost for two people is £1091 (£545.50 per place). The cost includes lunch, refreshments, course documentation and a certificate of attendance. All prices plus VAT.

Quality Guarantee. I understand that if this seminar does not live up to my expectations or if I am dissatisfied with the course for any reason whatsoever, I will receive a full refund without question.

To enrol:



Book on-line. Go to www.meetthepress.com



Enrol by email on: bookings@meetthepress.com
If booking by email please include all the information requested below.



Complete this form and send to:
Meet The Press, 52 Alleyn Road
Dulwich, London SE21 8AL



Call 0870 4203051



Fax 020 8355 9342

1st DELEGATE (print first and last name)Dr/Mr/Mrs/Miss/Ms

JOB TITLE

EMAIL ADDRESS

2nd DELEGATE (print first and last name)Dr/Mr/Mrs/Miss/Ms

JOB TITLE

EMAIL ADDRESS

ORGANISATION

ADDRESS

POSTCODE

TEL

All correspondence will be addressed to the person above, unless instructed otherwise below.



FREE Comprehensive Course Documentation

A comprehensive training manual, which demonstrates all the very latest creative PR copywriting techniques, is supplied FREE to all who attend this course.

PLUS A Certificate of Attendance. This award verifies your participation in the course and is suitable for framing.



WHO GOES ON THE COURSE

More than 20,000 people from all over the world have attended our PR training courses. Some of the key companies and organisations are listed below

3i * 3M **A** Abbey * Abbott Mead Vickers * Academy for Sustainable Communities * ACCA * ACNielsen * Action for Children * ADAS * Advansa * Alliance & Leicester * Alliance Trust * Allianz Insurance * Anglesey Aluminium * Anglia Ruskin University * Anglian Home Improvements * APACS * Arriva * Arts Council * Ashling O'Connell * Astrium * ATI Technologies * Atomic Weapons Establishment * Audit Commission * Aughinish Alumina * Avon & Somerset Constabulary * Avon Fire & Rescue * Axa **B** b2b Communications * BAA * BAe Systems * Balfour Beatty * Baltic Centre for Contemporary Arts * Bank of England * Bank of Scotland * Barbican Centre * Barclays * Bartle Bogle Hegarty * Bayer * BBC * BBDO * BBSRC * BDO Stoy Hayward * Bedford Charity * Beiersdorf * BG * Birmingham Midshires Building Society * Blomfield Group * Bombardier * Borough Council of King's Lynn & West Norfolk * Boston Scientific * Bournemouth University * BP * Breast Cancer Campaign * Bright Grey * Brighton & Hove City Teaching PCT * Brit Insurance * British Airways * British Computer Society * British Sky Broadcasting * British Toy and Hobby Association * British Venture Capital Association * British Waterways * BT * Buck Consultants **C** Caravan Club * Carlton * CARNet * Carter Jonas * CBI * Center Parcs * Centrica * CHA PR * Charity Commission * Chartered Institute of Personnel * Chartered Society of Physiotherapy * Chatham House * Chello * Chelsea Building Society * Children's Mutual * Churchill Insurance * CIFT * CIMA * Citroen * Civil Aviation Authority * Cleveland Fire Brigade * Clipper * Coca-Cola * Cohesive PR * Companies House * Compassion in World Farming * ConocoPhillips * Cool Blue Brand * Coral * Countryside Agency * Countryside Council for Wales * Crafts Council * Crawford * Credit Call * Crown Estate * Crown Prosecution Service * Cummins **D** DaimlerChrysler * Dairy Farmers of Britain * Dame Hannah Rogers Trust * Danish Tourist Board * Data Systems & Solutions * David Lloyd * Defence Science & Technology Laboratory * DEFRA * Dell * Department for Education and Skills * Department for Transport * Department of Culture, Arts & Leisure * Department of Health * Department of Trade and Industry * Deutsche Bank * Direct Travel * Disney * Dolby * Donkey Sanctuary * Dorchester Hotel * Dr Martens * Drivers Jonas * Driving Standards Agency * DVA **E** E.ON * East Staffordshire Borough Council * Economist * Edexcel * Edge Hill College * Electoral Commission * Electronic Arts * Elmbridge Borough Council * Emap * EMDA * EMXCo * English Heritage * English Nature * Environment Agency * EPSRC * Ernst & Young * Esure * European Commission * Europol * Exxon **F** Fidelity Investment Services * Finance & Leasing Association * Financial Services Authority * Financial Times * Firdale Hotels * First Choice * First Direct * First Group * Flextech * Food Standards Agency * Forestry Commission * Fosco * Friends Provident * Fuller Smith & Turner * Futera **G** General Dental Council * General Medical Council * General Teaching Council * GlaxoSmithKline * Gleneagles * Global Biodiversity Information Facility * Goldfish * Government News Network * Grafton * Greater London Authority * Greater Manchester Fire Service * Green Cathedral **H** Haddonstone * Halifax * Halma * Health and Safety Executive * Health Development Agency * Health Protection Agency * Healthcare Commission * Heritage Lottery Fund * Hewitt * Higher Education Funding Council * Highlands & Islands Enterprise * Highways Agency * Hilton * Hip Designs * Hiscox * Historic Scotland * HM Land Registry * HM Revenue & Customs * HM Treasury * Home Office * Honda * House of Lords * Hugo Boss **I** Imperial College * Imperial Tobacco * Imperial War Museum * Insead * Institute of Actuaries * Institute of Chartered Accountants * Institute of the Motor Industry * Intel * InterContinental Hotels * International Council for the Exploration of the Sea * International Herald Tribune * International Motors * Investcorp * ITV **J** J Sainsbury's * Jetix * Jobcentre Plus * John D Wood * John Lewis * Johnson Outdoors **K** Karcher * Kennel Club * Kia * Kingsway Partnership * Knight Frank LLP * Kodak * Komatsu * KPMG **L** Ladbrokes * Land Securities * Law Society * Learning & Skills Council * Learning and Skills Development Agency * Legal & General * Liberate * Liberty Marketing * Lidl * Lincolnshire County Council * Lincolnshire Development * Lloyds of London * Lockheed Martin * London Assembly * London Borough of Harrow * London Chamber of Commerce * London City Airport * London College of Communications * London First * London Jewellery School * London Stock Exchange * London Underground **M** Mainland PR * Man Investment * Manchester Airport * Mansell * Markel * Marketforce * Marks & Spencer * Mars * Mazda Motors * McArthurGlen * McKinsey * Medicines & Healthcare Products Regulatory Agency * Merck Sharp & Dohme * Merseycare NHS Trust * Met Office * Metronet * Metropolitan Police * MFI * Middlesbrough Council * Midland Mainline * Mila * Millennium Commission * Mills & Reeve * Milton Keynes Borough Council * Ministry of Defence * Moet Hennessy * Morgan Stanley **N** Napier Partnership * National Archives * National Assembly for Wales * National Association of Pension Funds * National Audit Office * National Care Standards Commission * National Express * National Galleries of Scotland * National Gallery * National Grid * National History Museum * National House Building Council * National Institute for Clinical Excellence * National Museum Wales * National Museums Liverpool * National Patient Safety Agency * National Physical Laboratory * National Savings and Investments * National Statistics * National Treatment Agency for Substance Misuse * Nationwide * Natural England * Natural History Museum * NatWest * NESTA * Network Rail * New Look * Newcastle College * Newcastle Gateshead Initiative * Next * NHS * Nicola Jane * Nintendo * Nissan * Nobull Comms * Norwich & Peterborough Building Society * Norwich Airport * Norwich Union * NYK **O** Occupational Pensions Regulatory Authority * Ocutec * Ofcom * Office * Office of Fair Trading * Office of the Deputy Prime Minister * Olympus * Orchid Comms * Ordnance Survey * Oxford Brookes University * Oxford, Swindon & Gloucester Co-Op **P** PA Consulting * Paragon * PDSA * Peninsula Medical School * Peugeot * PFR Comms * Phoenix * Plan International * Platform PR * Police Service of Northern Ireland * Pomegranate PR * Portman Building Society * Postcomm * Postwatch * PPARC * PPL * PricewaterhouseCoopers * Prime Minister's Office * ProStraken * Proximus * Prudential **Q** QinetiQ **R** Rail Europe * Rapier * RBS Insurance * Real Networks * Renault * Rentokil Initial * Reuters * Richmond Theatre * RICS * Rio Tinto * RKCR/Y&R * RM * RNL * Roche * Royal Air Force * Royal Bank of Scotland * Royal Holloway University * Royal London * Royal Navy * Royal Society of Chemistry * Royal Sun Alliance * RSPCA * Rugby Football Union **S** S4C * SABMiller * Saga * Science & Technology Facilities Council * Scottish Enterprise * Scottish Equitable * Scottish Natural Heritage * Scottish Water * Scottish Widows * SEEDA * Selwood Housing * Serco Defence and Aerospace * SES Global * Severn Trent * Shakespeare's Globe * Sheffield Hallam University * Shepherd Construction * Signet * Skipton Building Society * Slimming World * Society of Antiquaries * Society of Operations Engineers * Sogaz * Solicitors Regulation Authority * Sony * South Wales Fire and Rescue Service * Southern Housing Group * Spirit Aerosystems * Splash PR * Sports Council for Wales * Standard Life * Stanton Chase * Starwood Hotels * Strategic Rail Authority * Stratford-on-Avon District Council * Strutt & Parker * Superdrug * Surrey Police * Syntegra **T** Tate Gallery * Teenage Cancer Trust * Tesco * Thames Water * The Times * Thomas Cook * Thomson * Trade Partners * Tube Lines * Turner Broadcasting **U** UBS * UCB * UFI * UKAEA * UKTV * Unilever * United Utilities * Universal Music * Universities UK * University of Bath * University of Birmingham * University of Liverpool * University of Northumbria * University of Nottingham * University of Portsmouth * University of Sussex * University of Wales * University of Warwick * Ureco **V** Valuation Office * Venture Factors * Victoria & Albert * Virgin * Viridian * VisitScotland * Vitra * Vitsoe * Vodafone **W** Waitrose * WCL * Weil Gotshal & Manges * Wella * Welsh Development Agency * Welsh Language Board * Westminster City Council * Which? * Wildlife Trusts * Windsor Life Assurance * Wolff Olins * Woodland Trust * World Wide Fund for Nature * Write Image **Y** Yakult * Yorkshire Forward **Z** Zoological Society of London * Zurich

Further Information

Venue

The Grange Holborn Hotel
50-60 Southampton Row
London WC1B 4AR
Tel: 020 7242 1800

Seminar Leader

Nicholas van Zanten BA (Hons), FInstD, MCIPR

A member of MENSA and one of Europe's leading PR trainers. Formerly a journalist for Which? Magazine he has been involved in PR training for more than 20 years.



Discounts

The cost is £595.50 per place. **Two people save £100.** The cost for two people is £1091 (£545.50 per place). The cost includes lunch, refreshments, course documentation and a certificate of attendance. All prices plus VAT.

Confirmation

Once you have booked, written confirmation will be sent to you, along with a map of the venue and an invoice. The invoice must be paid in full before attending the course.

Cancellations and Substitutions

You can cancel your course booking, transfer your booking to a new date, or substitute a delegate at anytime you wish without incurring any penalty whatsoever.

Hotels

The course fee does not include hotel accommodation. If you would like to stay in a hotel we recommend you call Booking Services International on 0870 830 4200. They will book any hotel of your choice at a preferential rate.

Other PR Training Courses

Meet The Press is Britain's biggest PR training company. Other courses include:

• How to Plan a PR Campaign

A one-day course that will show you how to plan, implement and evaluate a professional PR campaign. Run four times a year in London. Cost is £595.50.

• Public Relations Finishing School

A one-day advanced level seminar designed to help the experienced PR professional gain rapid promotion. Run three times a year. Cost is £695.50.

• Public Relations for Absolute Beginners

An intensive two-day introduction to PR for those with no previous experience whatsoever. Run four times a year in London. Cost is £995.50.

For More Information Contact

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BRITAIN'S BIGGEST PR TRAINING COMPANY

