



What the Delegates Say

More than 15,000 PR professionals have already attended PR for Absolute Beginners. Here is what some of them had to say:

"This course is excellent. It is extremely well taught, and the accompanying text books are superb".

KE, Virgin

"A fantastic introduction to PR. I would recommend it to any one starting out in PR".

VS, Peugeot

"A very good course. It is clear, beneficial with great advice. I recommend it".

SJ, Financial Times

"This course is a fantastic mixture of lectures and group interaction. I can't praise it highly enough".

HK, Rio Tinto

"An excellent course. It is pitched at just the right level and provides a great understanding of all the PR basics".

AY, BAE Systems

"The most interesting training course I have ever been on".

LC, Standard Life

"I thoroughly enjoyed this course. I learnt an amazing amount".

MC, British Airways

"This is a brilliant course"

LH, RBS Insurance

"An excellent introduction to PR. The course documentation is great"

DR, National Grid

"Excellent. I thoroughly enjoyed this course. Thank you"

GR, 3M Healthcare

"This is a really good course. The tutor is excellent"

DM, National Audit Office

"I really enjoyed this course - it is definitely the best I have ever been on"

SC, Waitrose

"A fantastic overview of PR. The teacher is great"

KL, Bartle Bogle Hegarty

"I really enjoyed this course. Great PR tips. Thank you"

AS, English Heritage

"A great course with really comprehensive documentation"

AF, London Stock Exchange

"A fantastic course. I recommend it to anyone starting out in PR."

AL, Alliance & Leicester

"A really great course"

LA, London City Airport

"This is the best course I have ever been on!"

JH, Oxford Brookes University

PUBLIC RELATIONS FOR ABSOLUTE BEGINNERS



A complete two-day introduction to public relations for intelligent people tackling the subject for the first time

16 and 17 September 2010

The Grange Holborn Hotel
London

Course Overview

- A complete introduction to PR for intelligent people tackling the subject for the first time. Subjects covered include how to write a press release, how to use social media to promote your organisation, and how to handle awkward questions from journalists on the telephone.
- More than 15,000 PR professionals from 28 different countries have already attended this course.
- The cost is £995.50 per place. **Two people save £200.** The cost for two places is £1791.00 (£895.50 per place).



Public Relations for Absolute Beginners

A complete two-day introduction to public relations for intelligent people tackling the subject for the first time.

More and more people are going into PR. Some are trained. But most are not.

Public Relations for Absolute Beginners is an intensive two-day seminar designed to introduce the untrained quickly, easily and effectively into the world of PR.

The course is completely free from waffle and technical language. Instead, it will provide you with straight forward formulae, techniques and proven methods designed to help you get the most out of your PR effort.

All the basics are covered:

- **Press Releases** How do you write a press release? What should it say? What should it look like? And to whom should you send them?
- **Social Media** How can you use social media to promote your organisation? How do others do it? What techniques work best for major UK companies and government departments? And how can you defend your organisation against damaging on-line rumours, accusations and speculation?
- **Press Enquiries** How should you respond to journalists enquiries on the telephone? What should you say and what should you not say? And how can you make sure that you don't say the wrong thing?

Find out the answers at **Public Relations for Absolute Beginners**. The course is packed full of invaluable hints, tips and guidelines that will show you how to get the best from your PR effort.

Conducted personally by a top expert

Public Relations for Absolute Beginners

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



BOOK NOW. Don't miss this opportunity to attend the UK's leading public relations course. ACT NOW. We expect the session to be heavily subscribed and places are allocated on a strict first come, first served basis.



Programme

DAY ONE

09.15 Delegate's Registration

09.30 An Introduction to Public Relations

During this session, a clear cut working definition of PR, and what PR can actually do for your organisation, is established:

- What is PR? How is it different from advertising?
- The role of the PRO. How is PR actually done?
- How to improve your company image through PR.
- Why some companies are good at PR - and why most are not.

11.15 Refreshments

11.30 How to Write a Press Release

Press releases are the classic way of attracting an editor's attention. But 97 per cent of releases go straight in the bin. Why?

This session shows you:

- How to write an interesting press release.
- What to say in each paragraph - a 'step-by-step' guide.
- How to write catchy headlines and sub-headings.
- The 'five-point' plan for a successful release every time.

12.45 Lunch

14.15 Press Release Presentation and Distribution

Presenting a press release in the right way, to the right journalist at the right time is crucial. One slip up and your release won't create the right impact. This session explains:

- How to design and layout a press release.
- Sources of reference of key UK editors and journalists - and how to use them.
- How to target press releases and 'get through' to particular journalists.

15.15 Refreshments

15.45 How to Get Maximum Editorial Coverage

During this session, the special techniques required to get maximum positive editorial coverage for your organisation are analysed:

- How to interest journalists in your story.
- The key PR editorial opportunities that are still rarely exploited.
- How to build long lasting relationships with journalists.
- How to make sure it's your press release that gets noticed and used.

16.30 Close, Day One

DAY TWO

09.30 Introduction to Day Two

09.40 How to use social media to promote your organisation

How can you harness the power of social media to get your PR message across? What techniques work best for the big UK companies and major government departments? This session shows you:

- How to create and implement a social media PR plan.
- How to decide which social media channels to use.
- How to grab the attention of your target audiences using social media.
- The problems, pitfalls and benefits of using social media for PR.

11.00 Refreshments

11.15 How to defend your organisation against on-line criticism

What should you do if your organisation is the subject of damaging on-line speculation? How should you react? What should you say? This session explains:

- How to monitor the on-line presence of your organisation.
- How to react to potentially damaging speculation.
- What to say in response - and what not to say.
- How to manage the on-line reputation of your organisation.

12.45 Lunch

14.15 How to Handle Journalists on the Telephone

What is the correct way to respond to a journalist on the telephone? How should you answer questions on sensitive subject matter? This session shows you:

- How to conduct interviews with journalists on the phone - what to say, and what not to say.
- How to respond to difficult, embarrassing or awkward questions.
- How to make sure you don't say the wrong thing.

15.15 Refreshments

15.45 How to Handle a Crisis

What should you do when things go wrong and the press is beating a path to your door? This session takes you through a case study of how a well know organisation tackled a major crisis:

- What to do when a crisis strikes.
- How to keep potentially damaging media coverage to a minimum.
- How to present bad news in the best possible light in a press statement.

16.30 Close

Registration



Public Relations for Absolute Beginners

YES I want to find out all the basics of PR immediately. Please enrol the following individual(s) on the two-day course **Public Relations for Absolute Beginners**.

Discounts. The cost for one place is £995.50. **Two people save £200.** The cost for two is £1791.00 (£895.50 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 covers all the fundamentals of press and public relations, 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 * Anglesley 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 * DVLA * **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 * Firmdale 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 * ITC * 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 * Liberata * 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 * Middlesborough 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 * PFFR 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/YGR * 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), FlntSD, MCIPR

A member of MENSAs 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 £995.50 per place. **Two people save £200.** The cost for two people is £1791 (£895.50 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.

• Creative PR Copywriting

A one-day course that will show you how to dramatically improve your PR writing skills. 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.

For More Information Contact

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Contact our web site www.meetthepress.com
Email: info@meetthepress.com

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MEET THE PRESS

BRITAIN'S BIGGEST PR TRAINING COMPANY

