

## What the Delegates Say

More than 5000 PR professionals have already attended The Public Relations Finishing School. Here is what some of them had to say:

"A very worthwhile course. I have no hesitation in recommending this session to anyone in PR".

**CB, Marks & Spencer**

"A very interesting and very well presented course that held everyone's attention".

**MP, Royal Bank of Scotland**

"A really excellent course. All the presenters are outstanding".

**CC, Metropolitan Police**

"This is a very good course with truly excellent speakers".

**KA, London Underground**

"A great course. And one where each and every speaker is superb".

**MW, Universal Music**

"This course is thought provoking and inspiring. The speakers are excellent".

**PS, Boots**

"I really enjoyed this course. It was interesting and informative. I would recommend it to any experienced PR professional".

**LL, J Sainsbury's**

"A very interesting, relevant and enjoyable course".

**DC, NatWest**

"This is an excellent course. It is professional, encouraging and totally tailored to the needs of the working PR manager".

**KW, Highways Agency**

"This course is clear, instructive and extremely useful. Thank you".

**IB, First Choice**

"This course is practical and fantastically helpful. It offers a completely different perspective to the theory-based PR courses so often offered".

**NS, HM Treasury**

"This is a truly practical course that actually provides sound solutions to major PR problems".

**SM, Arts Council**

"This is an excellent course, with knowledgeable tutors who create a fantastic atmosphere".

**TJ, Fuller, Smith & Turner**

"Very Good. Practical, relevant, with great practical examples".

**TS, Ernst & Young**

"Excellent. Well delivered and superb tutors".

**JB, E.ON UK**

"A fantastic day. The subjects taught will definitely help me to do my job better".

**SW, Law Society**

"An excellent course. Extremely well presented".

**CC, Dell**

"A very good course. Particularly good on strategic direction".

**LE, Sports Council**



# PUBLIC RELATIONS FINISHING SCHOOL



A one-day, advanced level, career development seminar specifically designed for the experienced PR professional

## 29 September 2010

The Grange Holborn Hotel  
London

### Course Overview

- A one-day career development seminar for the experienced PR professional. Subjects covered include how to write a professional corporate PR strategy, how to prepare a crisis manual, and how to defend your organisation against potentially damaging on-line accusations, criticism and rumours.
- More than 5,000 PR professionals from 27 different countries have already attended this course.
- The cost is £695.50 per place. **Two people save £100.** The cost for two people is £1291 (£645.50 per place). All prices plus VAT.



# Public Relations Finishing School

## A one-day, advanced level, career development seminar specifically designed for the experienced PR professional

The telephone rings. It's a journalist. He has heard something damaging about your organisation. And he is about to reveal all in an on-line article – in the next five minutes. What should you do? Find out the answers at the **Public Relations Finishing School**.

The **Public Relations Finishing School** is an intensive one-day seminar specifically designed for the experienced PR professional. The seminar will show you how to defend your organisation should it come under attack by the media, or be the subject of damaging on-line accusations, speculation and rumour.

In addition, there is a special section that will show you how to write a professional quality corporate PR strategy document – and present the results of your efforts in a truly impressive way to the boardroom.

### All the key skills are covered

At The **Public Relations Finishing School** you will find out:

- **How to Write a Corporate PR Strategy**  
How do you actually sit down in front of your computer and write a corporate PR strategy? What should the document look like? How do the top PR professionals do it? What are the key steps?
- **How to Write a Crisis PR Plan**  
How do you write a professional quality crisis PR plan? What should it say? How should it be laid out? And what is the best way to implement the plan in the heat-of-the-moment should disaster strike?
- **How to Handle a Media Crisis**  
How do you cope with the surge of media interest that always accompanies bad news? What should you say to the press when things go wrong? What should you not say? And how can you put the record straight when misrepresented by the media?
- **How to Handle a Digital Crisis**  
How should you react to critical on-line accusations, speculation and rumour? What should you do about it? How can you make sure that you get your message across? And how can you keep damaging digital coverage to a minimum?

The **Public Relations Finishing School** explains.

What is the **Public Relations Finishing School** actually like? The syllabus starts by walking you through the fundamental principles of how to write a corporate PR strategy - how to prepare a truly professional document that can be presented with confidence at boardroom level.

The course then looks at how to defend the reputation of your organisation should it come under attack from the media. What is the best way to prepare for a media attack on your organisation? What type of plan do you need? How do you write the appropriate Crisis Manual? What, exactly, should you say to the press when things go wrong? What should you not say? And how can you keep damaging media coverage to a minimum?

### How to deal with damaging on-line accusations

The final session examines in detail the special techniques required to deal with potentially damaging on-line accusations, speculation or rumour. How should you react? How can you make sure that you get your message across?

Finally, you will see how to put these techniques together into a PR plan. A plan that aims to build an impressive corporate reputation for your organisation while keeping damaging media coverage to a minimum.

### Britain's biggest PR training company

The **Public Relations Finishing School** is organised by Meet the Press, Britain's biggest PR training company. The course has been running for more than 20 years. During that time, more than 5,000 PR professionals have benefited from the skills taught at this seminar. Many attend from overseas. So far, delegates from 27 different countries have attended the course, including PR professionals from Germany, Denmark, Russia, USA, Africa, Japan and China.

### Conducted personally by a top expert

The **Public Relations Finishing School** is run personally by Trevor Morris – a visiting professor of PR at Westminster University. Trevor was recently voted one of the top 50 most influential PR professionals in the UK by PR Week.



### 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 question.

**BOOK NOW. Don't miss this opportunity to attend the UK's most popular advanced level PR seminar. But act quickly. Places are limited and allocated on a strictly first come, first served basis.**

# PROGRAMME

## 09.15 Delegate's registration

### 09.30 How to Write a Corporate PR Strategy

How do you write a Corporate PR strategy? What are the key steps? How do the world's top communications professionals do it? What techniques and processes do they use? This session shows you:

- How to sit down in front of your computer and write a corporate PR strategy.
- The seven key corporate audiences – and how to address them correctly.
- The six essential questions that must be answered in every corporate PR plan.

**PLUS The Corporate Strategy Template** – an 'ideal model' strategy for reference and guidance.

## 11.00 Refreshments

### 11.20 How to Write a Crisis PR Plan

How do you write a professional quality crisis PR plan? What, exactly, should it say? How should it be laid out? And what is the best way to implement the plan in the heat-of-the-moment should disaster strike? This session explains:

- How to prepare for a media attack on your corporate reputation.
- How to write professional quality crisis management plan.
- How to brief senior managers who might have to face a hostile press.

**PLUS How to Write a Crisis Manual** - and make sure that you have included everything.

## 12.45 Lunch

### 14.00 How to Handle a Media Crisis

Everybody wants to keep bad publicity to a minimum. But how is it done? Trying to 'stonewall' the media will only excite their interest further. What to do? How do others do it? This session explains:

- What to say to the media when things go wrong – and what not to say.
- How to answer awkward, embarrassing or potentially damaging questions from a journalist.
- How to put the record straight when misrepresented by the media.

**PLUS The top-ten errors most often made when handling bad news** – and how to avoid them.

## 15.00 Refreshments

### 15.20 How to Handle a Digital Crisis

Bad news can come without warning. Damaging material about your organisation can appear on-line in an instant - and viewed by a worldwide audience of millions immediately. What to do? How should you react? This session takes you through the do's and don'ts:

- How to monitor what the internet is saying about your organisation.
- How to react to damaging on-line accusations, speculation and rumour.
- How to diffuse on-line criticism and make sure that you get on your message across

**PLUS The Digital Crisis Checklist** - a step-by-step guide to make sure that you are ready for an on-line crisis.

## 16.30 Close

# Registration

## Public Relations Finishing School

**YES** I want to attend UK's most popular career development seminar for the experienced PR professional. Please enrol the following individual(s) on the intensive one-day course the **Public Relations Finishing School**.

**Discounts.** The cost is £695.50 per place. **Two people save £100.** The cost for two people is £1291 (£645.50 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](http://www.meetthepress.com)



Enrol by email on: [bookings@meetthepress.com](mailto: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 on all the very latest advanced PR 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 \* Axia \* **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 \* 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 \* 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 \* Novall Comms \* Norwich & Peterborough Building Society \* Norwich Airport \* Norwich Union \* NYK \* **O** Occupational Pensions Regulatory Authority \* Ocutec \* Olcom \* 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), FlnstD, MCIPR

A member of MENZA 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.



### Trevor Morris, BA (Hons), FRSA

Trevor Morris is a Visiting Professor of Public Relations at Westminster University in London. He lectures world-wide on public relations, and was recently voted one of the 50 most influential PR professionals in the UK by the trade journal PR Week.

## Discounts

The cost is £695.50 per place. **Two people save £100.** The cost for two people is £1291 (£645.50 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 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

Meet The Press, 52 Alleyn Road, Dulwich, London SE21 8AL  
Telephone 0870 4203051  
Contact our web site [www.meetthepress.com](http://www.meetthepress.com)  
Email: [info@meetthepress.com](mailto:info@meetthepress.com)

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BRITAIN'S BIGGEST PR TRAINING COMPANY

