

DO YOU QUALIFY FOR A DISCOUNT?

The organisations below have sent at least one delegate on a Meet the Press PR training course. If you work for a company listed, or subsidiary, you can claim a 10 per cent discount off the cost of your booking. Please tick the appropriate box on the reservation application overleaf to claim your discount. The names of many organisations have been abbreviated so as to include all qualifying members on this list.

3i * 3M Abbey * Abbott Mead Vickers * Academy for Sustainable Communities * ACNielsen * ADAS * Advansa * Alliance & Leicester * Alliance Trust * Allianz Insurance * Anglesey Aluminium * Anglia Ruskin University * Anglian Home Improvements * APACS * Arts Council * Ashling O'Connell * Astrium * ATI Technologies * Atomic Weapons Establishment * Audit Commission * Auhinish Alumina * Avon & Somerset Constabulary * Axa 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 CAA * Caravan Club * Carlton * CARNet * Carter Jonas * CBI * Center Parcs * Centrica * CHA PR * Charity Commission * Chartered Society of Physiotherapy * Chello * Chelsea Building Society * Churchill Insurance * CIFT * CIMA * Citroen * 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 * Credit Call * Crown Estate * Crown Prosecution Service * Cummins 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 * Direct Travel * Disney * Dolby * Donkey Sanctuary * Dorchester Hotel * Drivers Jonas * Driving Standards Agency * DVL E.ON * East Staffordshire Borough Council * Economist * Edexcel * Edge Hill College * Electoral Commission * Electronic Arts * Emap * EMDA * EMCo * English Heritage * English Nature * Environment Agency * EPSRC * Ernst & Young * Esure * European Commission * Europol Fidelity Investment Services * Finance & Leasing Association * Financial Services Authority * Financial Times * First Choice * First Direct * Flextech * Food Standards Agency * Forestry Commission * Fosco * Friends Provident * Fuller Smith & Turner * Futerra 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 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 * Historic Scotland * HM Land Registry * HM Revenue & Customs * HM Treasury * Home Office * Honda * House of Lords * Hugo Boss Imperial College * 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 Sainsburys * Jetix * Jobcentre Plus * John D Wood * John Lewis * Johnson Outdoors Karcher * Kennel Club * Kia * Kingsway Partnership * Knight Frank LLP * Kodak * Komatsu * KPMG Ladbrokes * Land Securities * Law Society * Learning & Skills Council * Learning and Skills Development Agency * Legal & General * Liberata * Liberty Marketing * Lidl * Lincolnshire Development * Lloyds of London * Lockheed Martin * London Assembly * London Borough of Harrow * London Chamber of Commerce * London City Airport * London First * London Stock Exchange * London Underground Mainland PR * Man Investment * Manchester Airport * Mansell * Markel * Marketforce * Marks & Spencer * Mars * Mazda Motors * McArthurGlen * McKinsey * 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 Napier Partnership * National Archives * National Assembly for Wales * National Audit Office * National Care Standards Commission * National Express * National Galleries of Scotland * National Gallery * National Grid * National House Building Council * National Museum Wales * National Museums Liverpool * National Patient Safety Agency * National Physical Laboratory * National Savings and Investments * National Statistics * Nationwide * Natural England * Natural History Museum * NatWest * NESTA * Network Rail * New Look * Newcastle College * Newcastle Gateshead Initiative * NHS Highland * Nicola Jane * Nintendo * Nissan * Nobull Comms * Norwich & Peterborough Building Society * Norwich Airport * NYK Occupational Pensions Regulatory Authority * Ofcom * Office * Office of the Deputy Prime Minister * Olympus * Orchid Comms * Oxford Brookes University * Oxford, Swindon & Gloucester Co-Op PA Consulting * Paragon * PDSA * Peninsula Medical School * Peugeot * PFPR Comms * Phoenix * Platform PR * Police Service of Northern Ireland * Pomegranate PR * Portman Building Society * Postcomm * Postwatch * PPARC * PPL * PricewaterhouseCoopers * Prime Minister's Office * ProStraken * Proximus * Prudential Rapiere * RBS Insurance * Real Networks * Renault * Rentokil Initial * Reuters * Richmond Theatre * RICS * Rio Tinto * RM * RNL * Roche * Royal Bank of Scotland * Royal London * Royal Navy * Royal Sun Alliance * RSPCA * Rugby Football Union S4C * SABMiller * Scottish Enterprise * Scottish Equitable * Scottish Natural Heritage * Scottish Water * Scottish Widows * SEEDA * 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 * Southern Housing Group * Splash PR * Sports Council for Wales * Standard Life * Stanton Chase * Starwood Hotels * Strategic Rail Authority * Stratford-on-Avon District Council * Strutt & Parker * Superdrug * Syntegra Tate Gallery * Tesco * Thames Water * Thomas Cook * Thomson * Trade Partners * Tube Lines * Turner Broadcasting 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 Warwick * Ureco Valuation Office * Venture Factors * Victoria & Albert * Virgin * Viridian * VisitScotland * Vitra * Vitsoe * Vodafone Waitrose * WCL * Weil Gotshal & Manges * Wella * Welsh Development Agency * Welsh Language Board * Westminster City Council * Which? * Windsor Life Assurance * Wolff Olins * Write Image Yakult * Yorkshire Forward 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 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 for one place is £995.50 plus £174.21 VAT. Two people save £200. The cost for two is £1791.00 (£895.50 per place) plus £313.43 VAT. In addition, there is a 10 per cent discount if your organisation is listed opposite. The cost includes lunch, refreshments, course documentation and a certificate of attendance.

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

Meet The Press, 52 Alieyn Road, Dulwich, London SE21 8AL
Telephone 0870 4203051
Contact our web site www.meetthepress.com
Email: info@meetthepress.com

ORGANISED BY



BRITAIN'S BIGGEST PR
TRAINING COMPANY





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".

KF, 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

30th & 31st October 2008
OR
2nd & 3rd April 2009

The Grange Holborn Hotel
London

Course Overview

- The course is a complete two-day introduction to public relations for those with no previous experience whatsoever. Subjects covered include how to write a press release, how to organise a press conference, 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). In addition, there is a further 10 per cent discount if your organisation is listed on the back of this brochure.



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?
- **Press Conferences** When should you hold a press conference? How can you ensure the maximum number of journalists attend? What should the invitations look like? And what type of press packs should you prepare?
- **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.

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.

Quality 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.

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 Organise a Press Conference

What is the correct way to organise a press conference? And how can you make sure you get the sort of coverage you want from it? This session guides you through the essentials:

- How to organise a press conference.
- How to choose an interesting venue (actual recommendations are given).
- How to prepare invitations and press packs.
- How to ensure the maximum number of top quality journalists cover the event.

11.00 Refreshments

11.15 PR Photography – the Do’s and Don’ts

Only certain types of photographs are of interest to editors. What are they? And how can you make sure your photographs fit the bill? This session explains:

- How to commission eye-catching photography.
- How to find and brief a photographer.
- Photographing key personnel and executives.
- Product photography: how to make dull products look interesting.

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). In addition, there is a 10 per cent discount if your organisation is listed overleaf. The cost includes lunch, refreshments, course documentation and a certificate of attendance.

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.

Send no money. Your company will be invoiced.

To enrol:



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

DATE (✓ tick the course date you require)

30th & 31st October 2008 3rd & 4th April 2009

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

JOB TITLE

EMAIL ADDRESS

DATE (✓ tick the course date you require)

30th & 31st October 2008 3rd & 4th April 2009

ORGANISATION

ADDRESS

POSTCODE

TEL

Tick if claiming a discount (see overleaf).

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.

