

From Press to PR



Course outline

Course Tutor:

COLIN GRANT

Course Content:

This course will focus on the practical issues surrounding the transition from Press to PR.

- Creating a company identity (website, email, business cards).
- Networking
- Charities
- Proposal construction.
- Charging.
- Invoicing.
- New clients.
- Handling clients.
- Maintaining contact.
- New business opportunities.
- Dealing with negative publicity.
- Crisis communications strategy.
- Expansion.
- Social media for business purposes overview.
- Images
- Radio and TV brief overview.
- Managing client expectations.

What you should bring with you:

No requirements. You may wish to bring a notepad.

Qualifications:

No formal qualifications required.

Expected learning outcomes:

Learners should have a better understanding of the essential skills needed in order to work productively in PR and also have picked up some useful information and ideas.