



Press & Publicity Workshop



Overview

This workshop focuses on enabling participants to really understand how the press & publicity industries operate, and how to use the various forms of media to maximise their opportunities, whilst avoiding bad press.

Target Group

This workshop is aimed at anyone who is involved in giving interviews regularly, or who works within PR and may come into contact with The Press & Media within their working role.

Objectives

By the end of this workshop, delegates will be able to;

- ✗ Effectively plan & prepare for an interview
- ✗ Successfully handle a difficult interview
- ✗ Understand how to use press / media to your advantage

Course Content

Below is an overview of the topics that are covered. (Please note that if this course is delivered on an in-house basis, the content can be tailored to meet your specific requirements and address any issues you may have.)

- ✗ **Session One: Using The Press And Media**
 - Introductions
 - What makes a good story?
 - What the press and media want.
 - Where the press and media get their stories.
 - Types of radio and TV interviews – an explanation.
 - Preparing for an interview (TV, radio or press).
- ✗ **Session Two: Handling the Difficult Interviews**
 - Interview 1 – Recording a radio interview- practical session and feedback.
 - Handling negative publicity (including image, being aware of hidden messages in reporter's questions; how to evade a question, but still get your message across; how to get the press on your side).
 - Interview 2 - Recording a radio interview- practical session
- ✗ **Session Three: New media**
 - Podcasts, blogs, websites and chat-rooms: How to make the most of the opportunities they offer. How to prevent them back-firing!
 - What now? A discussion on how the lessons learnt will be developed in their company or organisation.

Outcomes

All participants will receive a pack of specially written handouts, and a copy of their interview.