

Public Relations and Press Release Writing (1-Day In-House Training Programme)

Do you work in online marketing/communication and do you want to learn about the basics of public relations? My one-day training programme equips you with the skills needed to write effective press releases for online distribution. You'll understand the ever-changing role of a public relations practitioner and the crucial integration of public relations within the fields of online marketing and communication.

Many organisations still do not see the value in writing press releases and find this to be an 'old-school' approach to disseminating updates. However, using press releases as part of an online communications strategy can have a profound impact on your organisation's visibility, specifically in search engines.

Ability Level: Beginners to Intermediate

Language: English (you need to have at least a B1 level of English to fully participate). You are welcome to do the practice exercises in the language of your choice.

Course Duration: One-day workshop (from 10am – 3pm)

Course Outcomes:

1. Understanding Public Relations and Press Releases
2. Cross-Platform Strategy and Objectives
3. Organisational Mission, Vision and Values
4. Knowing Your Audience
5. Structure and Formatting Considerations
6. Finding a Hook / Angle
7. Crafting Effective Headings
8. Tone and Style Considerations
9. Incorporating Quotations
10. Search Engine Optimization (SEO) Requirements
11. Establishing Transitions and Flow
12. Editing / Distribution / Publication