

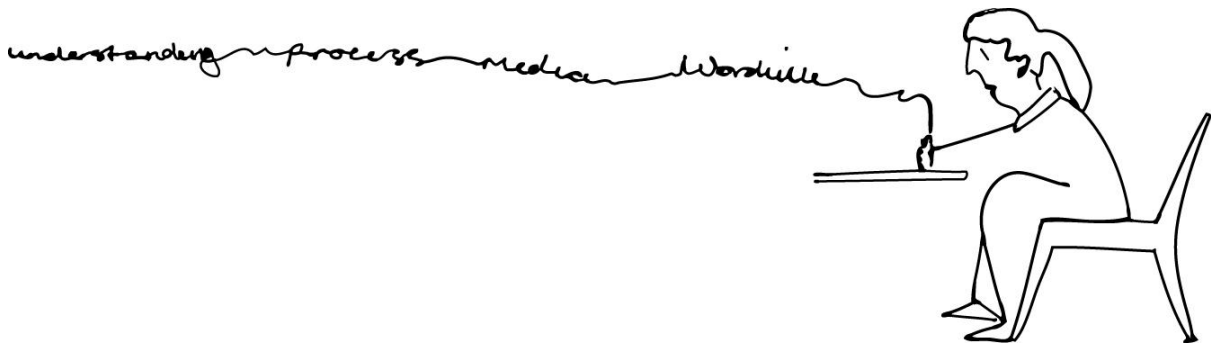
Wordville

TRAINING AND MENTORING

AUTUMN 2011 MASTERCLASS SERIES

Improve your marketing and PR skills and make this the best year ever for your business. Wordville's consultants are experts in media relations and communications techniques. We train in-house and agency people at all levels to improve the success of their communication. As well as delivering private courses, we run a public schedule of communication master classes at our training room in Marylebone, London.

Join us for a three hour briefing to develop the skills you need to face your own communication challenges.



- **All You Need To Know To Manage Your Own PR** (course code: PR-INTRPUB01)
For businesses looking to handle PR in-house for the first time, this course covers how to prepare for PR, dos and don'ts about media relations and the inside secrets to getting your business noticed. A practical session to help any business kick off a PR campaign.
NEXT COURSES - Tue 13th Sept or Thurs 13th Oct - 9:00-12:00
Cost: £250 per person + VAT
- **Marketing Your Business** (course code: PR-MARPUB01)
Get a good grounding in the diverse and changing world of marketing. Learn how to find your 'USPs', research the industry landscape and take advantage of the marketing mix for your business's benefit. How do you brand your business? And how do you find the differentiators to make your company stand out to your prospective clients? This session covers all aspects of marketing, from advertising to PR, and provides a good introduction for anyone who needs to know the tools of the trade.
NEXT COURSES - Thurs 29th Sept - 9:00-12:00
Cost: £250 per person + VAT
- **Successful Pitching to Journalists** (course code: PR-PITPUB01)
Writing a press release ain't the half of it. If you don't know how to pitch in a story your well-crafted news will be ignored. If pitching an interview or a story to a journalist feels like an occupational hazard, it doesn't need to. Build confidence with role play practice and find out when and how to make that call. Some experience in PR a prerequisite for all delegates.
NEXT COURSES - Fri 23rd Sept or Mon 10th Oct - 9:00-12:00
Cost: £250 per person + VAT

- Crafting The Perfect Press Release** (course code: PR-WRITPUB01)
 What makes a compelling press release? How do you find the right words, make use of news hooks and statistics to craft a company announcement that will lead to press coverage?
 Copywriting exercises, review of existing material and guidance into releases, synopses, articles, backgrounders and other media-ready company material.
NEXT COURSE – Wed 7th Sept - 9:00-12:00
 Cost: £250 per person + VAT
- Internal Communications** – (course code: PR-INCPUB01)
 For any growing business the focus can be so firmly on what is going on ‘out there’ that little attention is given to what is going on within the organisation. Find out how to develop and implement an internal communication strategy as a building block for your organisational culture. Learn how to communicate values, work policies and procedures in a way that empowers your colleagues and drives the business.
NEXT COURSE – Wed 19th Oct - 9:00-12:00
 Cost: £250 per person + VAT
- Reputation Management During a Crisis** (course code : PR-CRISPUB01)
 Being prepared to communicate in a crisis is vital now that organisations and individuals are under greater scrutiny than ever. This session talks through the processes that must be in place to respond and handle media interest in times of high stress. Providing vital tools for informing internal and external audiences and opportunities to practice statements on camera.
NEXT COURSE Mon 26th Sept - 9:00-12:00
 Cost: £300 per person + VAT

“Training pitched at the right level, included generous insight from a media expert and killer questions to help prepare for all situations. Time well spent.”

Arseny Tseytlin, investor relations & international PR, MTS

If you would like more information about any of the courses on our public schedule, to book a course or to see our complete course catalogue, get in touch by phone or email.

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 www.wordville.net

