

ROSTRUM



AN INTRODUCTION TO PR

Considering a career in PR, or looking to further your communications experience? Rostrum offers a one-day training course designed to give you the tools and tips you need to carve out a successful career in communications.

The course provides an overview of the methods and key principles of PR and details the day-to-day role and responsibilities of PR professionals. It includes insight into the UK news landscape and how skills can be transferred from other industries or jobs.

The full-day course also explains the different ways to get in the press, including tips on how to write for a media audience and how to engage with journalists.

Rostrum's Introduction to PR course also includes tips on client and stakeholder engagement and best practice PR.

ABOUT ROSTRUM

Rostrum is an award-winning PR and content marketing agency. We specialise in working with financial services companies, professional services firm and technology businesses across the UK and around the world.

WHO SHOULD ATTEND?

This one-day course is designed for anyone with a keen interest in pursuing, or furthering a career in PR.





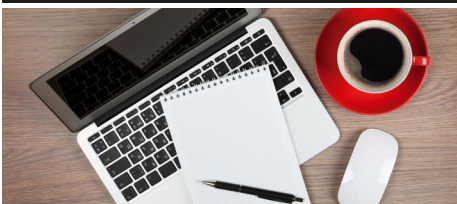



TYPICAL DAY

(8 hours)

9am	Introduction and agenda
9:15am	What is PR? The role of PR professionals
10:30am	The UK news landscape
11:00am	Break
11:20am	How do journalists use PRs? How PRs engage with the news agenda
12:15pm:	Lunch
1:30pm:	Core PR skills Writing a press release Speaking with journalists Dealing with different stakeholders Tools to help achieve coverage
4:00pm:	PR top tips and conclusion

COURSE OUTCOMES

Participants will learn:

 <p>What PR is – and its value to businesses</p>	 <p>The role of PR professionals</p>
 <p>How journalists use PR professionals</p>	 <p>Details about the UK news landscape (inc. trade, national and broadcast)</p>
 <p>How to write for the media</p>	 <p>How to get clients in the press</p>
 <p>An understanding of core PR tasks</p>	



ABOUT GRANT

Grant Bather is a trained media instructor. He started his career in journalism, before becoming a PR professional. Grant has over ten years' experience in comms and has worked in-house at organisations including Virgin Money and Aviva Investors and in agency roles representing large, and small companies.

As a spokesperson, he has appeared live on BBC 5Live and Sky News and has been quoted in all of the UK national newspapers on topics ranging from pet insurance to pensions, travel insurance to credit cards.

Grant also specialises in advising and implementing issues management strategies.

GET IN TOUCH

To book your place, call Grant on 07769 156 653 or email training@rostrum.agency.