

ROSTRUM



BOOSTING YOUR NEW BUSINESS

As a start-up, it is vitally important that you can tell the story of your business clearly and concisely. Rostrum offers a one-day training workshop designed to help start-ups define and refine their messages so that they have a credible, compelling story to tell the media.

Our one-day workshop will ensure that you leave with an understanding of the news agenda – and how to get your company and message heard by journalists. We will look at how to target specific titles and journalists and provide them with compelling content that they want to cover.

As a start-up it is also imperative that you have answers to the tough questions that you may be asked. Our training course will give you the tools and tips you need to navigate these difficult questions.

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 workshop is designed for anyone working at a start-up who is keen to understand how to develop a communications strategy to promote their business.

TYPICAL DAY

(8 hours)

9:00am	Introduction and agenda
9:15am	Defining and refining your message The importance of key messages
10:30am	Journalists' agenda
11:00am	Break
11:20am	The importance of a social media strategy
12:10pm:	Lunch
1:15pm:	Introducing your business to the press Meeting the media
2:00pm	Tackling tough questions
2:30pm	Practical
3:45pm	Break
4:00pm	Conclusion and next steps

A bespoke full-day session is also available focusing specifically on your organisation.

COURSE OUTCOMES

Participants will learn how to:

 Break their business plan into key media messages	 Develop a media strategy
 Target relevant journalists and publications	 Promote their business credibly in the media
 Provide journalists with compelling news and insight	 Be confident in dealing with journalists
 Recognise and respond to relevant social media content	



ABOUT GRANT

Grant Bather is a trained media instructor. He started his career in journalism, before becoming an accredited PR professional and member of the Chartered Institute of Public Relations (CIPR). Grant has worked in-house at organisations including Virgin Money and Aviva Investors and in agency roles representing both 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 and travel insurance to credit cards. He also has comprehensive experience of crisis management and regularly advises companies on best practice in this area.

GET IN TOUCH

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