

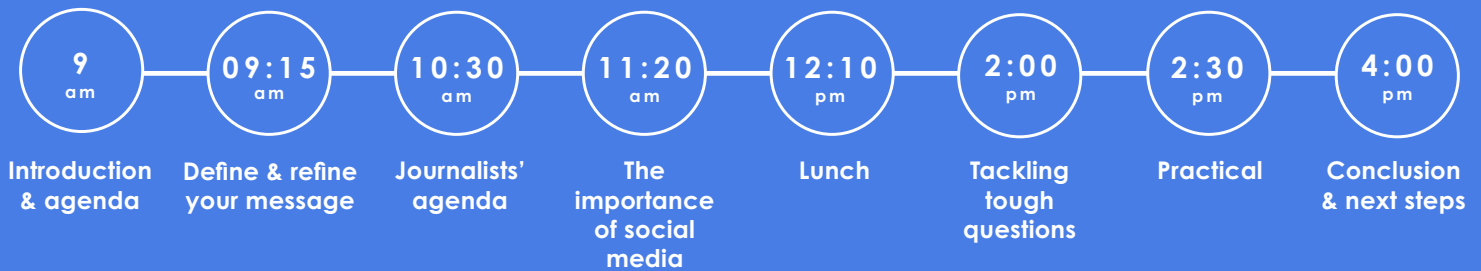
PR FOR START-UPS

The most realistic media and PR training in London

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 your business, by defining and refining your media messages to give you 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.

Typical Day



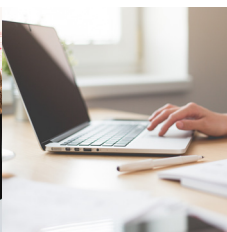
Course Outcomes



Break your business plan into key media messages



Develop a media strategy



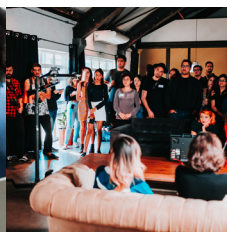
Target relevant media and publications



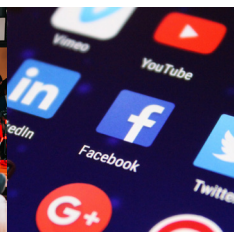
Promote your business credibly in the media



Provide journalists with compelling news and insights



Be confident in dealing with journalists



Recognise and respond to relevant social media content



Rostrum provides the most realistic media and PR training in London – with its coach, Grant Bather having unique experience as a journalist, a PR professional, and crucially a spokesperson. He also has extensive experience in dealing with crisis scenarios. His past employers and clients include small and medium businesses, as well as blue chip and Fortune 500 companies, including AT Kearney, Livingstone, Legal & General, Polar Capital, Signia Wealth, Virgin Money, Nest and Aviva Investors. He has been quoted in all of the UK national newspapers and appeared live on BBC Radio 5Live and Sky News.

Rostrum is an award-winning PR and content marketing agency, specialising in working with financial services companies, professional services firms and technology businesses around the world.

BOOK NOW

Call Grant on 07769 156 653 or email training@rostrum.agency

ROSTRUM