



PR Media Training

PR Media Skills is a one day training programme presented in association with SWNS and 72 Point – the UK's largest independent news agency. The workshop will give you the secrets of how to get your PR message into the national newspapers. It is written by journalists, and will show you how using a simple process you can achieve priceless PR for your product/organisation.

**Would you like to learn the keys to success in unlocking priceless national news PR opportunities within your business?
Tired of putting out press releases that never show in the nationals?**

There is a way to dramatically increase your chances of achieving national press coverage for your business FREE.

This one day programme will show you how to put into practice the powerful resources learnt from over 40 years of experience within the UK's largest independent press agency.

Today's market is tough and competitive. Getting the edge over your competitors can be the difference between winning and losing. National newspapers are read by over 13,000,000 people every day and offer you an important opportunity to give your message to the great British public.

The aim of this programme is to share with you tips and techniques that will significantly increase your opportunities for national news coverage. This programme has been developed and implemented by some of the UK's largest companies and agencies. We show you how you could be doing the same.

By attending the PR Media Training programme you will be able to:

- Understand how the national newspapers work
- Engage the Copy Tasters
- Save Time and Money when putting together PR projects aimed at the National Newspaper Market
- Get into the top 20 pages
- Maximise your coverage across all media channels
- Generate PR-Priceless human interest stories lurking in your / your client's organisation
- Understand the myths of the National Newspapers

Here are just a few comments from our delighted clients:

YELL “..produced the best ever set of results in the history of Yell.”

NHS “Lamore met the specification and programme outcomes perfectly. Absolutely brilliant!”

GOOGLE “..an outstanding training experience.”

OPODO “..training content very relevant and focused for delivering benefits in my role.”



PR Media Training cont

Who should attend?

- PR's
- PR Agency Teams
- Business Owners

Here are three great reasons for attending the The PR Media Training programme:

At Lammore Consulting, our mission is to provide training events that entertain, inspire and make a difference.

Inspire: Our delegates come away from our programmes feeling inspired and ready to meet their challenges head on. The material has been researched and written to meet key business needs in the real world.

Entertain: We promise to deliver our training events in an upbeat and fun way. Our speakers are professionally trained and experienced in the world of business and entertainment, and know how to engage an audience.

Make a Difference: A training workshop is only effective if the learning is implemented. All delegates attending a Lammore development programme are followed up through regular online contact to ensure that their personal development plans are being put into action. In addition we encourage 'Action Learning' events to take place within one month of the training being undertaken to re-enforce the key messages of the programme.

MASTERFOODS “..more original and energising than any management book..”

AUTOTRADER “..fun style of training..coupled with in depth knowledge..”

“ an outstanding training experience ”
google

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