

## **Making the media work for you**

### **One day workshop on how to boost your profile with free PR**

Love it or loathe it the media is inescapable.

This workshop is led by an experienced former journalist and TV presenter who will advise you on how to benefit from working with the media and not against it.

Whether it is local newspapers, trade magazines, regional or national broadcasting, getting your name in print or on screen can help raise your profile. It is not always about bad news, it is about generating good news even in a tough economic climate.

This workshop is aimed at those who have little experience dealing with the media but know they should be.

It is led by Sarah Walker, of MindCraft Training, and will cover:

- How the media works
- What it needs from you
- What is a story?
- The role and structure of the press release
- What to expect from journalists
- Dealing with difficult questions

Depending on numbers of delegates there would be an opportunity for some delegates to carry out role play interviews on real life scenarios based on their businesses.

For more information see [www.mindcraft-training.co.uk](http://www.mindcraft-training.co.uk)