

Medianet Training: Learn How to Write a Successful Press Release

Need help writing successful news releases? AAP MediaNet provides a training program to enhance your media communication skills.

This workshop is all about YOU writing for experience. Your trainers (who have written thousands of news releases) use highly practical, 'hands on' exercises built around real-life requirements, group and individual writing tasks and group discussion to make the workshop lively and practical. You are therefore very welcome to bring along examples of your own (or your organisation's) media releases for private review and/or media release 'works in progress'.

Topics Covered

- + How The Media Works - Structure of the Industry
- + Formulating your Release and using the right 'hook' or 'angle'
- + Marketing your message - efficiently and effectively
- + Using different styles for different media and targeting the right media
- + Using electronic sites such as 'Media Game' to help get your message across
- + How this influences the presentation of information
- + Finding a news angle
- + Identifying the target audience
- + Do's & Don'ts of media relations
- + Examples of successful and unsuccessful releases
- + The News Conference - when and when NOT to use them

Course Information

When: Friday 27 July, 2007
Where: AAP - Level 5, 3 Rider Blvd Rhodes Waterside, Rhodes NSW 2138
How much: \$499 + GST

Registrations

Phone: 02 9322 8120
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