

Meeting the Media - Information Sheet

Course Aim: This 'Meeting the Media' skill development programme aims to assist you to undertake PR activities and welcome media representatives to your organisation.

Duration Half Day
Timings Start 10.45am – Finish (Approx) 3.00pm

Who is the course intended for?

Managers, owners and supervisors/team leaders within the tourism, leisure and hospitality sector, and which are located in the Berkshire, South Oxfordshire and South Buckinghamshire area.

What will I gain from the course?

You will gain essential knowledge of how to deal with media attention, using PR to encourage sales, how to take part in promotions, and much more.

What does the course cover?

The course will allow you to:

- Understand the PR process
- Decide whether to undertake your own PR or use a consultancy
- Produce an effective press release
- Take part in promotions
- Welcome media representatives to your organisation
- Crisis management
- Monitor your PR activities
- Develop an action plan to enable you to undertake successful PR activities
- Prepare your organisation for media attention

Course Method Classroom style
Discussion groups
Powerpoint slides
Case studies and activities

Assessment None

Next steps The range of Hosting the World courses is suitable for most businesses to gain the most out of the 2012 Olympic and Paralympic Games. The project is currently available in the Berkshire, South Oxfordshire and South Buckinghamshire area only.

If you require any further information, please contact:

Louisa Carpenter, Training Department, Tourism South East, 40 Chamberlayne Road, Eastleigh,
Hampshire, SO50 5JH
Tel: (023) 8062 5491 Fax: (023) 8062 0010 Email: lcarpenter@tourismse.com

