

Media Matters

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www.media33.co.uk

Media Matters

A one day introduction to the understanding and working with the media

Understanding the media is the key to getting your message across. Exploring the differences between web-based media, print, radio and tv, this one day course will give you an in-depth introduction to what constitutes the media, how it works and how you, your company or organisation can best respond to it. You will learn how to write effective media releases and to gain maximum media coverage wherever you are.

A One Day Conference

February Hull	March Hull Central Hotel, Hull
February Leeds	March Leeds Hotel near Leeds Railway Station
February Manchester	March Manchester Piccadilly located Hotel, Manchester
March London	March London Waterloo, London

Course Tutor

Rob Marshall is Director of Marketing at St Mary's University College, London. He is a former BBC football reporter and a regular contributor to BBC Radio 4's Thought For The Day slot. As the former media advisor to the Archbishop of York at Bishopthorpe Palace he has wide experience of dealing with the national, regional and local media. He is a naturalist enthusiast and always encourages a positive and proactive approach to media management.

What will you hopefully take away with you?

- Managers, leaders and those with an interest in developing media skills.
- Newly appointed PR professionals.
- Small businesses wanting to explore a media strategy.

Brief Timetable Summary

- 10.00** *Registration & Coffee*
- 10.30** *Introductions*
An opportunity to meet fellow participants and to set goals for the day.
- 10.40** *My Media*
The impact which the media makes on us in our personal and professional lives.
- 10.55** *Newspapers*
Introduction to the newspaper industry - local, regional and national Structure, competition and news values
- 11.20** *Coffee*
- 11.35** *Radio*
Trends, talent and transcripts
Interviews, debates and set pieces
- 11.55** *Opinion Piece FM*
Writing a radio script
- 12.30** *Radio Feedback*
- 12.45** *Lunch*
- 13.45** *Television*
Brief introduction to 21st century TV industry Local impact: understanding the studio: viewer expectations
- 14.20** *Media Releases*
Who, what, where, when why?
- 14.45** *Writing the copy*
- 15.20** *Feedback*
- 15.40** *How to make the most of the local media*
Images, quotes, damage limitation
- 15.55** *Wrap*
- 16.00** *Depart*

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- Newly appointed PR professionals
- Small businesses wanting to explore a media strategy

Booking

Day delegate fee includes morning coffee, lunch, afternoon tea and course notes

£419 PLUS VAT

Easy Ways To Register:

Tel: 0845 610 6420
Post: 5 Brampton Court, Brough,
East Yorkshire, HU15 1DZ

Email: info@media33.co.uk

Please complete the booking form below and send with your remittance.

(Please photocopy this form to register further delegates)

Title: (Dr/Mr/Mrs/Miss/Ms)	First Name:	Surname:
Job Title:		Department:
Organisation:		
Address:		
Town:		County:
Postcode:		Country:
Tel:		Fax:
Email:		
Booking: Contact:		Tel:

REGISTRATION CANNOT BE PROCESSED WITHOUT A SIGNATURE

I have read the cancellation policy and agree with the terms and conditions. Signature:

Booking Conditions

A confirmation email will be sent to you on receipt of your booking. Payment must be received before conference date.

Special Arrangements

If you have any special requirements such as wheelchair access, please let us

Please tick one of the following boxes:

I have enclosed my cheque

Could you please invoice me at the following address:

.....
.....
.....

Cancellations / Substitutions

Please allow 14 days notice for cancellation or for a substitution.

Please Note

The conference fee covers entrance to all sessions, conference documentation and available papers, coffee/refreshment breaks and lunch.