



# Training

## *Media Relations Training*

For businesses who would like to handle their own media relations, we offer in-house training.

**Tailored to meet an individual company's needs, the training will include:**

- The Media – strategy, who to target, and how
- Press Releases – the message, how to write them, presentation, content
- Photography – quality, sizing, format, presentation
- External resources – what's available and how to use them
- The use of social media – maximising the communication channels with journalists/magazines
- Tracking and results – keeping up-to-date with published editorial, evaluation, & presentation

**other packages  
are available -  
please call for  
details**

**contact us today**  
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