



BULLSEYE

FOOD

MARKETING

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Course: *Driving your own PR Campaign*

Duration:

1 day

Who Should Attend:

Sales and marketing personnel, anyone running a new or established food business / SME.

Description:

Participation in this practical one-day workshop is essential for anyone hoping to increase awareness of a new or established range of food products.

Our practical 'how-to' guide reveals that there's more to PR than simply getting your name in the paper!

We help you learn the straightforward tools you'll need to create your own press releases and generate industry specific lists of editors and key public relations contacts.

During the workshop we'll also study the effective use of press photography, newsletters, sponsorship and making the most of PR opportunities such as competitions, exhibitions and conferences.

In addition, we'll analyse the importance of a social media PR campaign. Using cost-effective strategies (Facebook, Twitter, LinkedIn, blogs etc.), we show you the latest PR techniques that can help to promote your brand online and strengthen your relationship with your target market.

On completion of this course, participants will have an invaluable knowledge of public relations, including an understanding of how to utilise both traditional *and* new media outlets.