

# Learn to do your own PR

**Learn the basic techniques you need to confidently and effectively do your own PR.**

One-to-one training on your premises or in your home

Flexible formats – one full day, two 3 hour days/evenings, weekends

Tailored to your individual needs

3 months phone and email support provided to help keep you on track

Handbook with course content and templates

## The course covers

- Introduction to public relations
- Identifying your audiences
- Spotting promotional opportunities
- Collecting and using quotes and case studies
- Identifying, developing and communicating your news
- Using the media
- Writing press releases and pitches
- Introduction to other marketing channels

## PR Training from Smooth PR is right for you if:

**You don't have the budget to employ a full time PR agency**

**You want to take control of your own publicity**

**You have the passion & determination to promote your business**

**You want to make the most of free marketing channels**

## Price

Full day training course, including handbook and 3 months phone and email support  
£1 00

Additional delegates £150 per person

Weekend course premium £80

Split the course into two 3 hour sessions £60

Ongoing phone & email support £50 per month (3 month minimum)

Travel (from Southampton) 40p per mile

Smooth PR

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