

Helping you develop your business

Publicity Masterclass

What's the purpose?

If you are not getting free publicity for your company and its products, then you are missing a trick.

The right Press release, aimed at the right journalists in the right way can reap huge dividends in stories across the media — newspapers, magazines and even radio and TV.

And, as this Masterclass shows, taming the media need not be a black art.

- Discover the secrets of what the Press are looking for and how you can provide it
- Uncover the unexpected stories lurking in your company
- Hear how to turn them into Press releases to make journalists sit up and take notice
- Find out why drip-feed is so important, and how you can devise a Press campaign of your own

You will uncover the anatomy of a newspaper — getting inside journalists' minds to discover why stories and pictures are chosen for publication and displayed in the way they are.

You will find how the day of the month or the week and even the hour of the day can make a big difference to whether your stories are used.

And, of course, you will learn how to structure and write Press releases for yourselves.

So what's involved?

The masterclass will be led by **Kevin Overbury** a highly-experienced journalist who has held senior positions with a number of national and regional newspapers.

He has run his own publicity consultancy based in the North, The Full Works Northern, working for clients including companies, Government agencies and major charities.

Why you should attend

Client comments from a previous publicity Masterclass included:

"Great — really inspiring and informative and I will embark on a campaign of press releases straight away"

"I am going to look for the right angle for future press releases to make the most impact"

"We are going to think about publicising the business from the personal and staff point of view — particularly using the idea of telling the press about promotions and new staff"

"This is obviously an area that needs concentrated effort and planning — not just sending information out to all and sundry"

"Good — putting actions into words for the hidden persuader"

The next step

Enrolling to take part in this Masterclass is simple and straightforward — and you have three ways of contacting us.

- Email Andy@the-watershed.co.uk
- Telephone 0800 068 0897
- Return the enclosed faxback



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