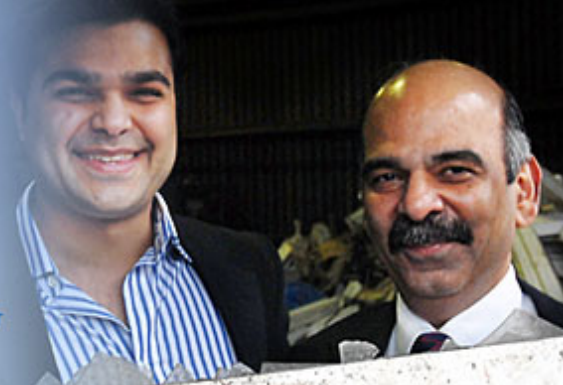


Improve your
business skills –
improve your
profits – contact
Business in
Focus

BUSINESS IN FOCUS TRAINING ACADEMY

“ The right information
– at the right time.
Just what we wanted. ”

Nirmal Chabria, Managing Director
Niva International UK Limited.



Unlock the selling power of effective PR

Workshop aim

To give participants the skills to write their very own selling press release and a 12 month PR plan

Workshop outlines

- Learn how to move your selling press release into the top 10 percent
- The workshop has been created specifically for small businesses, and participants do not need any previous PR experience
- This is not an academic course, but an intensive, hands on workshop with an emphasis on realistic and practical skills.
- Beginning with a simple outline of what makes an effective press release, the workshop will move through a series of PR skills sections and exercises culminating with the participants writing their very own selling press release and a 12 month PR plan
- The workshop is presented in an easy to understand non-jargon language and style. The workshop presenter will work closely with each of the participants to help them to quickly develop the right skills.

Duration: 1 Day

Cost: £80 + VAT

FOR MORE DETAILS AND TO BOOK ONLINE

www.bifacademy.co.uk

Business in
focus
TRAINING ACADEMY
0870 950 90 90

Business in Focus Training Academy
Business Development Centre
Main Avenue, Treforest Industrial Estate
Pontypridd, CF37 5UR
Tel: 01443 841 842
Fax: 01443 842 925
www.bifacademy.co.uk