

<b>Media News Management</b>
<b>Content - 1 day coaching</b>
<b>What do you want to say?</b> Identifying, planning and refining the messages
<b>When do you want to communicate</b> Planning your campaign – making the most of the political & news agendas
<b>How much do you want to spend?</b> Realistic PR campaign budgeting Cost effective commissioning
<b>Tools for effective communication</b> Advance news planning tools The role of PR agencies The role of photographers, video and audio production companies. The role of news distribution agencies
<b>Monitoring effective communication</b> How to monitor the effectiveness of your campaign How to interpret the results
<b>Valuing the coverage</b> Identifying the value and effectiveness of the campaign
<b>Final thoughts and key points</b> Key points and final thoughts to take away