

Programme

Media Strategy Masterclass: raise your profile & increase your influence through media coverage
29 September – virtual course



Who should attend?

This course is aimed at those who would like to increase the coverage their business receives in the local, national and trade media. Whether you want to promote good news stories about your company and employees, or learn how to interest editors and publications in your scientific achievements, this masterclass will give you the tools to do so.

Why attend?

“Publicity is absolutely critical. A good PR story is infinitely more effective than a front-page ad.” Richard Branson

If you want to boost sales, increase your influence and improve your reputation, the media and social media are very powerful tools. But front-page coverage does not just happen. Before you even consider contacting journalists to see if they’re interested your expertise and your stories, you need to have laid the groundwork and established a realistic strategy for how to approach them.

This masterclass will demystify the media, enabling you to make the most of the opportunities presented by both and raise your profile. You will learn how the media operates, the types of stories it covers and how to pitch your ideas. You will be taken through how to develop a media strategy step by step and discover how to target the most appropriate journalists and publications for your sector, and the importance of embedding social media into all your communications.

The masterclass is highly practical. You will leave with the building blocks in place to create an effective media strategy, ready to raise your profile, increase your influence and improve your reputation within your sector.

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09.30	Media & social media today: why you need a strategy How the media and social media boost sales and increase influence – and why you need to develop a strategy for both.
09.45	Know your audience The importance of identifying your aims and your key audiences – and how to do this.
10.00	Targeting your audience Analyse the media outlets used by your key audiences, create a media database and learn how to build relationships with the editorial staff.
10.30	Clarifying your key messages Learn how to ensure your branding and marketing messages give your business a clear and consistent identity.
10.45	Break
11.00	Your “media toolkit” Create an action plan for gathering the information you need ready to send out to the press and developing your “media toolkit”
11.15	The so-what test Discover the type of stories which capture the attention of the media. Guided brainstorm to generate your story ideas
11.45	Pitching your story How to craft your stories into a compelling pitch
12.15	Social media: getting started What are your aims & who are your audiences? Integrating social media into your media strategy
12.30	Any questions & close

