

PR – Demystified

Date: Thursday 11th March

Time: 10:00 – 12:00

Location: Online (Zoom)

Facilitator: Elizabeth Coningsby and Alec Ward

Trainer: Binita Walia, freelance Public Relations consultant

What will be covered?

PR can seem mysterious to some and unattainable to others, as most organisations don't have a dedicated PR expert on the team. In this session, you'll gain an understanding of the power of PR and what simple things you can do to raise your profile. You'll look at:

- How to work with the media; what makes a story and why your story should be covered.
- The process of getting media attention – the purpose of a good press release and what it should cover.
- And you'll explore the kind of content press and media want from you, key timings, and how to build relationships with local press.

Who should attend?

The session will be pitched at those who would like to build on a basic knowledge of PR and communications.

Learning objectives

By the end of this session you will:

- Understanding what PR can do for you
- Gain skills in writing an excellent press release
- Understand how to work with local press

Support towards Museum Accreditation:

- 8 Understand and develop your audiences

- 8.1 To understand who uses your museum, and who doesn't
- 8.3 To have a plan for developing your range of users

Further information

Please ensure you have your line manager's permission to attend before booking your place. Final confirmation of places will be sent out at least a week before the course. Please keep the 11th **March** available in your diary until your place has been confirmed.

Priority is given to staff working in non-national and non-National Portfolio museums in the London region.

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