

The Complete Guide to Do it Yourself PR – two-day course for Tourism Operators

This two-day comprehensive, action-based workshop is designed for non-PR professionals within the tourism, leisure, retail and hospitality sectors who have some previous experience of PR.

Delegates will leave this workshop with:

- A draft PR plan for their business
- The knowhow required to manage and generate their own PR
- Increased confidence and ability to positively promote their business

The course programme covers:

- Why PR is a vital marketing tool
- How to plan your PR activity
- Identifying your main message, key audiences and target media
- Media liaison
- How to put together a press pack
- Handling media calls
- What makes a good story
- Writing and issuing a press release
- Media interview skills
- Other forms of PR including advertorials, award submissions, sponsorship, networking (on and off line) and hosting events
- How to handle bad news

This workshop is split over 2 full days with a (minimum) one week gap between.

Course leader



This course is delivered by Ros Walker.

Ros runs Clout Marketing and Media, an independent consultancy providing marketing and public relations services for businesses in the tourism, leisure, retail and hospitality sectors.

Before setting up Clout, Ros wrote articles and guidebooks about places to visit in Yorkshire and the North East.

She now helps tourism businesses with their marketing and public relations.

Ros is a Chartered Marketer, a Member of the Chartered Institute of Marketing and an Associate Lecturer with Bradford University School of Management's SME Knowledge Network. She also presents workshops for various enterprise agencies.