

PR Skills Workshop – Find out the secrets of successful PR

This half-day course dispels the myths of PR as we delve into what are the secrets of successful PR. Aimed at tourism operators who want to raise the profile and awareness of their business amongst key customer groups, this practical course encourages delegates to successfully identify and improve their communications with the media.



From an understanding of the basics of PR to how the tools of PR can work for any tourism business. This course will provide a DIY method in implementing successful PR from the writing and targeting of ad-hoc press releases, arranging press trips and media events, dealing with media enquiries and interviews to arranging PR photography.

By using your own common sense, an applied attitude and creativity this course will help you plan and run PR activity that really turns into column inches through your understanding of how the media works. You will learn the tricks of the trade and understand how to turn a story into news and issue press releases which get noticed. This is your chance to start getting your product noticed for all the right reasons and you too can benefit from the media recognition that your organisations deserves.

The course programme covers:

- What is PR?
- How can PR work for your business?
- PR planning – the GAME plan
- How to write a press release
- Example of a bad and good press release
- Arranging PR photography
- Press enquiries
- Press trips
- Media interviews
- Monitoring & evaluation

Course leader



The course is delivered by Jo Pickering, Director of Jo.P. Communications.

Jo has been involved with PR and communications for 16 years and for 12 of these has focused on PR for the Yorkshire Tourism Industry.

From delivering PR in both the financial services and manufacturing industries, Jo started her career working in PR at Scarborough Building Society. Moving on to a worldwide manufacturing company, Jo applied PR to a very different sector and proved that PR is a transferable science!

Jo headed up the communications department at Welcome to Yorkshire for ten years and through that time developed great relationships with tourism sector specific media including regional and national press and broadcast, tourism, leisure, group and trade titles, travel internet media along with lifestyle and women's interest magazines.