

# Making the most of PR

## – a course for Tourism Operators



This informative and practical half-day workshop demonstrates how to generate valuable free publicity for any tourism or hospitality business.

The course is aimed at operators with little or no experience of PR who want to increase positive publicity about their business.

The workshop outlines the benefits of using PR and provides a step-by-step guide which includes identifying key audiences and target media, basic media liaison and writing and issuing a press release.

### The course programme covers:

- Why PR matters and what it might entail for a small business
- How the media works
- How to get started and who to contact
- What makes a good story
- How to write and send out a press release
- Other ways to get into print
- The importance of photography

### 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.