

## PR COACHING

Curriculum for Teleconferences:

Description:

6 month PR teleconferences focusing on multi media exposure, branding, niche-marketing for increasing community awareness and market share. Attendees will “meet” by teleconference once weekly. Recorded transcripts of the conference will be available two days later on website for members. Members will also receive a demonstration DVD teaching principles of presenting to the public, and a PR Manuel. Facilitator Diane Dennis holds a certification in Training and Development and is a PR specialist with a busy consulting business. Her extensive multi-media experience in TV, radio and print offers clients strategies for acquiring attention from editors, reporters, and producers increasing community awareness.

### Month 1

Bio & Mission Statement

What Works and What Doesn't ~ ROI

Your PR Calendar

Create a Memorable Message

### Month 2

Know Your Customer

What The Client Wants Today

Marketing Specific to Your Demographic

Messaging that Resonates with Target Generation

Become An Expert In The Field

Facts, Stats, Building Trust with Proof

### Month 3

Six elements of the Press Release ~ Download Samples  
Elements and Relevance of Human Interest Stories  
Network ~ Newsletter, Guest Columns, Feature Articles  
Network ~ Align with Complementary Businesses to grow Customer Base

### Month 4

National Campaign Opportunities (Create PR calendar)  
Merge Media Exposure with Event Planning  
Seek Marketing Opportunities Through Current Events in News  
Approaching The Media: Print, Radio, Television~ The Pitch

### Month 5

STRATEGIC Event Planning ~ Combine with Multi-Media releases  
Show Up ~ Where, Why, How  
Your Office ~ The Vibe/ Employees on Board  
Office Space ~ The Look, The Feel, The Message

### Month 6

Selling You/ Your Services  
Marketing Materials  
Web Marketing  
DVD  
Presentation Skills