

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