

Please complete the booking form below and send it, with payment (cheques should be made payable to Northern Arc Limited), to: The Events Team, Business Link, Emlyn Square, Swindon SN1 5BP Tel: 01793 428340 or alternatively fax your booking on Fax: 01793 485186.

### Booking Form - Public Relations to Promote Your Business Workshop:

- |   |  |
|---|--|
| <input type="checkbox"/> Thur 17 May - Stanton Manor, Chippenham      | <input type="checkbox"/> Tue 03 July - Bailbrook House, Bath   |
| <input type="checkbox"/> Wed 23 May - Stanton House, Swindon          | <input type="checkbox"/> Wed 11 July - Chase Hotel, Cheltenham |
| <input type="checkbox"/> Mon 18 June - Stonehouse Court Hotel, Stroud | <input type="checkbox"/> Tue 17 July - Bournemouth AFC         |
| <input type="checkbox"/> Tue 19 June - Royal Chase Hotel, Shaftsbury  | <input type="checkbox"/> Thur 19 July - Leigh Court, Bristol   |

Title: Mr/Mrs/Miss/Ms Job Title: .....

First Name: ..... Last Name: .....

Company Name: .....

Nature of Business: .....

Address 1: .....

Address 2: .....

Town/City: ..... Postcode: .....

Telephone: ..... Fax: .....

Email: ..... Web: .....

Number of Employees: ..... Mobile: .....

Would you like to be reminded by text? Yes  No  or email? Yes  No

Payment Method: Cheque  Credit Card (Commitment fee £38.00 (inc VAT))

Credit Card Details:         Expiry Date

Security Code (last 3 digits on back of card):    \*House Number:..... Postcode:.....

Signature: ..... Name on card: .....

\*If your card is not registered to the address given on the booking form, please supply the house number and the postcode to enable us to process payments.

Your contact details will be entered onto our database and from time to time we may send you communications about relevant services and events that may be of interest. Business Link operates a strict privacy policy and your details will not be passed on to any unrelated third parties. If you would prefer not to receive further communications from us, please tick the box .

#### Terms and Conditions

Business Link reserves the right to refuse admission. Cancellations or alterations to bookings can only be accepted if made more than 7 days prior to the date of the event. The workshop fee can only be refunded if the named contact within Business Link is informed more than 7 days prior to the date of the event. You will be provided with final details one week before the event. Please contact us if they are not received.

Please visit [www.businesslinksw.co.uk](http://www.businesslinksw.co.uk)



# Public Relations to Promote Your Business

## A workshop to help make big headlines for the small business

Business Link has developed a workshop to help small businesses win positive PR coverage and write their own promotional material.



## Public Relations to Promote Your Business

A workshop to help make big headlines for the small business

This workshop is a practical session that will show you how you can write good PR copy for your business, both for winning media coverage and to make your material more effective. It will give you an understanding of what's newsworthy in your business and how to write copy that will get coverage and make an impact.

### What subjects will be covered?

The workshop will cover the following topics:

- What is news?
- What is newsworthy about your business?
- How do you plan a PR campaign?
- What are your company/business key messages and selling points?
- An introduction to your target media
- Have a go! Write your own news release & plan the photo
- What the journalist is looking for
- What a good picture can do for you
- Identifying your business stories
- Why PR works best when it's planned
- What you need to tell your customers
- Where will your copy sell?
- A practical session to use the skills you've learnt

### What benefits will the workshop offer?

You'll leave with a better understanding of what makes news, what is newsworthy in your business, how to present it in the best way you can and what outlets there are for reaching your audience. If you have an idea for a news story from your business, bring it with you and you can leave with your next news release ready to go.

As well as the presentation during the workshop you will also get the opportunity to meet your local Business Link Adviser to review aspects of your own business, enabling you to build a plan to put your ideas into action.

<b>Programme</b>	<b>08.30 am</b>	Arrival
	<b>09.00</b>	Presentation
	<b>10.45</b>	Break
	<b>11.00</b>	Workshop
	<b>12.45</b>	Buffet Lunch
	<b>13.30</b>	Close

## Dates and Venues

17 May - Stanton Manor, Chippenham	03 July - Bailbrook House, Bath
23 May - Stanton House, Swindon	11 July - Chase Hotel, Cheltenham
18 June - Stonehouse Court Hotel, Stroud	17 July - Bournemouth AFC
19 June - Royal Chase Hotel, Shaftsbury	19 July - Leigh Court, Bristol

### Who should attend?

This workshop has been designed for owners and senior decision makers of growing businesses who wish to develop their business and make the most of every opportunity.

### Commitment fee for workshop

The commitment fee for the workshop is only £38.00 per person (inc VAT).

A buffet lunch is included.

Due to funding restrictions we are limited to one person per organisation.

### More information

For further information about our workshops, please contact The Events Team;

**Tel:** 01793 428340 or **Email:** enquiry@businesslinksw.co.uk

If you are unable to attend this workshop, but are interested in Business Link services and the support available to assist your business, a Business Link Adviser can make contact to provide free and impartial advice.

If you would like to arrange for an Adviser to call you please tick here and provide contact details overleaf .

### For further information on Business Link services

**Contact - Tel:** 0845 600 9 006

Places are subject to availability

**Please turn over for booking information**

