

Practical Publicity Workshop

'A fantastic day full of tips from the experts, which will inspire and enthuse.'

Delegate from Lion Hudson

'I have so many ideas and knowledge now, I know I can do effective campaigns in the future!'

Delegate from SPCK Publishing

'A superb introduction to publicity essentials and the nitty-gritty.'

Delegate from Kogan Page

How DO you get the attention of the national press, especially if you work in specialist publishing or for a smaller trade publisher? What constitutes 'publicity potential' and how can you exploit it?

This workshop focuses squarely on these issues: on spotting potential, and equipping you to sell your story to nationals and broadcast media, and on the excellent publicity alternatives which are perfect for the majority of titles.

Includes a workshop session with Corinne and Rachel responding to titles submitted by participants.

Includes:

- Planning and managing media campaigns – of all shapes and sizes
- How to get the attention of national, broadcast, regional, specialist and online journalists
- What journalists are looking for and where stories come from
- Press releases and the role of the press pack
- Managing author expectations
- Real-time expert advice on your publicity challenges.

Course tutors:

Regular tutor **Rachel Maund** is joined by **Corinne Julius**, a freelance journalist working for (amongst others) the *Evening Standard*, BBC Radio 4 (*Front Row*), *Country Life*, and a variety of magazines including *Gardens Illustrated*, *History Today* and *Blueprint*.

What's the day like?

It's a highly interactive day in which you'll be able to 'ask the experts', raise thorny issues, and come away with new ideas to help approach them in future.

Who should attend?

Anyone in academic or specialist publishing who needs to include publicity campaigns within wider marketing plans, and anyone relatively new to publicity within general publishing.

CHECK UPCOMING DATES NOW AT www.marketability.info/publicity

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