



Cymorth Hyblyg i Fusnes  
Cychwyn. Tyfu. Llwyddo.

Flexible Support for Business  
Start. Grow. Prosper.

# Unlock the Selling Power of Effective PR

Press releases are a free and highly credible way of selling your products and services. However, newspapers, radio, television, virtually the whole of the media industry receive thousands of press releases every week.

## 90 percent end up in the bin!

### So, how do you move your selling press release into the top 10 percent?

Answer - book your place on the half day **free of charge\*** Effective Press Release workshop. The workshop has been created specifically for small businesses, and participants do not need any previous PR experience. This is not an academic course but a 'hands on' workshop with an emphasis on realistic and practical skills.

Strictly limited to a maximum of 12 businesses, the workshop is presented in an easy to understand non-jargon language and style. The workshop presenter will work closely with each of the participants to help them to quickly develop the right skills. Beginning with a simple outline of what makes an effective press release, the workshop will move through a series of PR skills sections and exercises.

Press release activity is a very powerful and cost effective technique for promoting your business and selling your services. And don't think you have to be a trained journalist or PR executive to make it work for you. Follow some of our simple steps and you can add Press Release activity to your range of effective selling tactics.

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**Duration: 3 hours**

**Cost: FOC\*** (subject to eligibility)

For further information on this Business in Focus workshop, and to book your place, please call the enquiry team on **0870 950 90 90**.

\*Through Welsh Assembly Government funding you may be able to attend this course free of charge – please ring our enquiry team on **0870 950 90 90** to check eligibility.

For companies not eligible to attend free of charge there is a charge of £30 + vat per delegate.

This course is delivered by Business in Focus on behalf of the Welsh Assembly Government