

Media Relations & Social Media Workshops

Learn innovative ways to communicate with your customers, donors, sponsors, volunteers and the media

Winter/Spring 2010



Notable Print Newsletters

Learn to write, design and distribute print newsletters and build your readership.

Thursday, January 14 from 10 to 4pm



Electrifying Electronic Newsletters

Learn to design, distribute and track readership for an newsletter publishing program.

Friday, January 15 from 10 to 4pm



Mega Media Publicity

Learn to generate mega free media publicity for yourself or your company, product or service.

Thursday, February 4 from 10 to 4pm



Magnetic Media Plans

Learn to build an annual media publicity plan that saves time and gets results.

Thursday, February 18 from 10 to 4pm



Amazing Media Releases

Learn to craft media releases that will amaze you and anyone you send it to.

Thursday, March 4 from 10 to 4pm



Pitch Your Story to the Media

Learn to pitch your story idea directly to the media and enjoy doing it.

Thursday, March 18 from 10 to 4pm



Social Media Relations

Learn to promote, protect and maintain your or your company's reputation online.

Thursday, April 1 from 10 to 4pm



Social Media News Releases

Learn to create media releases for browsers, bloggers and online journalists.

Thursday, April 15 from 10 to 4pm



Optimize Your News Releases

Learn to optimize your online news releases for browsers, bloggers and search engines.

Thursday, May 6 from 10 to 4pm



Build an Online News Room

Learn to build an online newsroom that will keep the media coming back for more.

Thursday, May 20 from 10 to 4pm



Master Media Interviews

Learn to master print, broadcast or online interviews. We'll spend the morning developing your company's key messages and the afternoon practicing how to deliver them to print and broadcast reporters on camera

Thursday, June 3 from 10 to 4pm



Notable Print Newsletters

Learn to write, design and distribute print newsletters and build your readership.

Thursday, June 17 from 10 to 4pm



Electrifying Electronic Newsletters

Learn to design, distribute and track readership for an newsletter publishing program.

Friday, June 18 from 10 to 4pm

Workshops are held at the **Star of the North Retreat Centre in St. Albert (at 3 St Vital Avenue)** and are limited to **8 participants**. Cost **\$175 two weeks before the workshop & \$195 thereafter** and includes a hot buffet lunch and a **wealth of resources** to enhance your skills before and after the workshop. You'll be able to access the resource materials as soon as your registration is completed.

We also offer corporate and social media workshops and webinars for individuals and groups. Fees range from \$250 for a three hour personal tutorial at your office or mine to \$2500 for a two day media training workshop for a group of eight to ten at a location of your convenience. Please call for more information and to schedule a training session.



To see more about these workshops, to check out our new **social media webinar series**, to read **feedback** from past participants, to find out more about the workshop **instructor** and to **register** for a workshop see the **MEDIA TRAINING** section at www.mediamag.ca or call (780) 695-5675.