

# How do I generate successful PR?



**Public Relations** - many businesses have heard of it, but most are certainly not making the best use of this brilliant tool! To put it very simply, public relations is the process of communicating with your market. This can be directly to your customers, or alternatively through the media. The media includes newspapers, magazines, TV and radio and online formats. It is **not paid for** but will generate thousands of dollars in free publicity for your profile and your business.

## In this Public Relations workshop, we look at:

- How to identify what is newsworthy about your business
- Who your key media targets
- Structuring and writing your own media release, that will get results
- Dos and don'ts in working with the media

**Kerry McDuling**, owner of **McDuling PR** will be facilitating this workshop. Kerry, an experienced Journalist and former Communications Manager, is now a successful business owner and works effectively with other business owners teaching them how to generate publicity that really works!

The numbers are limited to 30 to ensure maximum benefit for all. The fun, speed networking components means you'll walk away with 2–30 contacts too!

**Tuesday 5<sup>th</sup> May**  
**6.15 for 6.30 start**  
**Finish approx 9pm**  
**Only \$30 including finger food**

**The Pineapple Hotel**  
**705 Main Street**  
**(Upstairs - Baine St Ent)**  
**Kangaroo Point**

*To secure your spot go to [www.brisbanewoman.com/upcoming-workshops](http://www.brisbanewoman.com/upcoming-workshops) and press **Buy Now** or phone Kylie for more information on 0407 276 759*

