

With media trainer Andrew Carapiet, former BBC TV news journalist/producer

Creating News

A one day in-house workshop for college management teams

Colleges are full of good news, but it can be difficult to identify the strongest stories and angles.

What will the general public find interesting? How can you separate the run-of-the-mill from the extraordinary? How can your college 'create the news' by turning everyday activities into newsworthy stories? Which stories are worth putting lots of time and energy into promoting?

PR is a team effort, with the curriculum staff and senior management providing much of the base material and the marketing team providing the PR/Media relations expertise. It's vital that the whole team understands the key drivers for gaining high quality, impactful media coverage.

This in-house workshop, for a team of up to 12 of your senior managers, curriculum directors and PR/communications staff, will show you how to work together as a team to spot news in your college and gain the positive news coverage that you deserve.

Look inside for benefits of attending and more...

Learn how curriculum and management teams can work with the marketing team to enhance your college's reputation.

About...

...Creating News

The purpose of this course:

This workshop is designed to help your curriculum directors and senior leaders work more effectively with the marketing and communications team.

There is often a wealth of good news stories that never reach the marketing and communications team until it's too late. This course will help managers understand the PR power of potential news stories, how these that can be used by their marketing professionals to raise your profile and enhance your reputation.

Who this course is for:

This course is designed for a group of your senior managers and curriculum directors to attend with one of two key PR/communications staff.

Course Leader - Andrew Carapiet

Andrew has been a journalist for twenty years, mainly with the **BBC as a Television Producer** on national news programmes.

He has conducted media interviews with national politicians at the highest level, including interviewing Margaret Thatcher on one occasion and John Prescott on four occasions for BBC Radio and TV.

Andrew has been a media trainer since 1991 and is a Director of Media Friendly Ltd. In 2013, Andrew was selected to media train key spokespeople for 15 government departments on challenging issues ranging from welfare reform, to changes within the Ministry of Justice. This year he has delivered this huge swathe of training to a number of government bodies, including Ofsted.



Benefits for you and your college

Working together as an interdisciplinary team, you learn how you can use your combined knowledge and experience to create news for your college. Our aim is to help you get more publicity and enhance your reputation.

Our emphasis is on being proactive and news reactive in a structured, considered way. We start by exploring the potential news within your college, both current and future. We will help you with 'creating the news' – turning everyday activities into newsworthy stories, campaigns and copy.

You will learn how to work with the communications team so that your college can plan the release of news for maximum impact.

Course Facilitator - Kate Bishop

Kate has extensive experience of sales and strategic marketing in the private and FE sectors. In a previous role, as Head of Marketing for a FTSE 250 business to business training company, she had responsibility for a 7-figure marketing budget.

Kate is now Managing Director Wow! Marketing, a marketing agency and consultancy exclusively for the FE Sector. Wow's External Relations work for Winstanley College was highly commended in the recent Educate North Awards.

Kate has provided training to marketers from about a dozen different FE colleges. She is passionate about marketing and uses this to deliver motivational and inspiring training.



Agenda...

...Creating News

Introduction and icebreaker

- Working as an interdisciplinary management team to consider your potential news stories that can be used as part of a proactive and reactive PR and media strategies
- The role of the marketing and communications team
- How to work with them to achieve your objectives

What makes a story newsworthy?

- Topical, Relevant, Controversial, Human interest, Conflict, Humour, Unusual/bizarre

What a journalist wants

- Genuine news story
- Exclusives
- Interesting unique angle
- Relevance to their readers
- Good quotes
- Features, human interest case studies

A picture paints a thousand words

- Understand the importance of photo opportunities
- Quality photos sell stories
- When to use a professional photographer
- Increase your coverage

Media relations

- Media 2016
- Reputation management for FE Colleges
- Unheard news is no news
- What is the journalist looking for? Have you got a story?
- Spot the stories in your department
- Discussion on opportunities lost and found

Making the seemingly mundane interesting

- Turn lead to gold
- Pegs and angles
- Numbers game – how many, how much, how big, the first, the last
- Being news reactive
- Human Interest – using case studies, rags to riches, zero to hero
- Expert comment
- Simplicity sells - Making the complex simple

Practical story telling exercises

- Do you have a story
- Discussion on your story ideas, your curriculum, your successes
- Why is it interesting? Who will be interested?
- Targeting your story to your audience
- Why is a story not a story – what a journalist thinks

Building your news diary

- Understanding the academic year from a journalists perspective and using that year as a basis for your news strategy
- Developing your news, features and articles
- Planning your release of news
- How, why, where and when
- Lead times for potential stories

Course conclusions and recap on 'The Rules'

Tailored and interactive training

We'll use your actual press releases, press cuttings, details of initiatives and possible news stories for your college. By the end of the day, you'll have lots of ideas and inspiration for creating great news stories.

Booking form

wow! marketing

Creating News

3 easy ways to book:

- 1) Call us 020 8441 8615
- 2) Email us info@wow-marketing.co.uk
- 3) Mail us Wow! Marketing Ltd, 37 Bevan Road, Barnet, Herts EN4 9DZ

- I would like to book an **in-house 'Creating News' workshop (10am to 4pm)** to be held at our college. The date/s that are suitable for us are:

Your purchase order number:

Booking contact details

Title

First name

Surname

Job title

Department

College name

Address

Postcode

Tel

Email

Data protection

We promise *never* to sell or distribute your data to any other third parties. We may contact you occasionally by telephone, post or email to tell you about courses/services that we offer. If you do not wish us to do this, please tick this box

Fees

£1995 + VAT

An invoice will be sent upon receipt of your booking form. Please note, payment must be received prior to course start.

Venue

The course will take place at your premises.

Timings

We understand that it is difficult for senior staff to be away from their desk for an entire day, so the course will start at 10am and finish at 4pm.

Payment

Should be made by bank transfer please to the following account: HSBC, 17 The Broadway, Southgate, London N14 6PP, Sort Code: 40 06 18, Account Number: 01496476

What happens if I have to cancel?

We will happily transfer your place to a colleague, free of charge. If you are unable to attend, the following cancellation charges will apply for written notice received:
30+ days before the course 10%
15-30 days before the course 50%
1-14 days before the course 100%.

Wow! Marketing Ltd, registered in England & Wales.
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