



PR Matters

Wellesbourne, 25th February 2017

Time	Session title	Lead/presenter	Pre-read/format	Outcomes
10:00	Coffee/refreshments	Peter & team @Wellesbourne		Participants get to know each other
10:30	Welcome and intro	Nick Elks/Caroline Stockmann (members of PR Committee)	Verbal	Clear understanding of expectations for day; getting to know each other
10:45	How to get engaged with the press, and get press releases noticed	Kate Flavell (Chair of PRC)/Robert Orchard (guest speaker)	25 mins presentation and 20 mins Q&A	Delegates learn practical tips as to how to get their message across, as well as how to build an ongoing relationship with local press and media

11:30	The effective PR officer	Caroline	Pre-reading provided; group work after introduction	The group reaches consensus as to what is important to make this role effective. They understand the background of previous discussions/strategy, and are exposed to different best practices and views.
13:00	Lunch + coffee	Peter and team		
13:45	Dealing with the media – ‘do’s and ‘don’t’s	Kate/Harriet Roberts (Heritage Open Days)/Alison Everett (PRO Sussex) Local press tbc	Panel interview – Kate to moderate 20 mins + Q&A	Delegates see the perspectives from working in media and working with media, and learn how they can be effective partners, creating win-win situations
14:30	How do we put our learnings into practice?	Caroline	Intro and group work	Participants agree next steps to making public relations activities more effective
16:00	Round up of day	Kate	Verbal	Reflecting on how the day has been.
	Feedback	Caroline	Simple feedback exercise	Feedback from delegates to help shape future events
16:15	Close			