

Rave Reviews

"It was valuable across the board. The strategy aspects of each speaker's presentation were particularly helpful. I will better be able to anticipate issues and develop communication plans."

*Workshop Attendee,
DoD/DSCA*

"Gave me more information in one day than I could've gotten in a year on my own. This course gave me new tools to help me focus my agency's messages."

Workshop Attendee, DSCA

"Gave me practical information I can use."

"Well worth my time."

*Director of Education,
national association*

Related Training:

- Writing for Government and Business: Critical Thinking and Writing
- Effective Executive Briefings
- Public Affairs and the Internet: Advanced Techniques and Strategies
- Speechwriting: Preparing Speeches and Oral Presentations
- Crisis Communications Training
- Media Relations for Public Affairs Professionals

Advanced Media Relations

Do your competitive media campaigns target the right audience? Are you tracking and evaluating media coverage or using social media sites and the Internet to your advantage? In this course, instructors discuss these topics and more.

Learn how to develop a communication strategy, coordinate and prepare for interviews, deal with the media hog and the media mouse, and use social media sites to your advantage. Students work with each other and our experienced faculty, discussing best practices and professional strategies for handling internal and external challenges.

Our Advanced Media Relations course is geared toward practicing public relations professionals with at least three years' experience.

Leadership Competencies emphasized in this course:

Partnering • Political Savvy • Technology Management
Strategic Thinking • Creativity and Innovation
External Awareness • Flexibility • Interpersonal Skills
Written Communication

Agenda

- 8:30 Advanced Media Relations: Balancing Your Resources, Your Office, and the Media
- 10:45 Social Media Sites: Get on Board the New Media Wave
- 11:45 Networking Lunch
- 12:45 Coordinating and Preparing for Interviews: How to Deal with the Media Hog and the Media Mouse
- 3:00 The Hows and Whys of Press Events
- 4:10 Attendee Best Practice Session
- 4:30 Complete Evaluations; Course Concludes

Time and Date

8:30 am to 4:30 pm

- May 5, 2010

See web site for course location in Washington, DC.

Registration Fee: \$595

To register, fax or mail completed registration form on inside back cover, or online.



Approved for .7 CEU credits
from George Mason University.



Course materials include the Training Edition of the *Media Relations Handbook for Agencies, Associations, Nonprofits and Congress*, by Brad Fitch.

Course URL and secure online registration:

thecapitol.net/amr.htm or AdvancedMediaRelations.com

EXPRESS REGISTRATION AND ORDER FORM

Please make photocopies for additional registrations and orders.

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or Audio Course on CD**

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