

"Being in the media is such a good business opportunity, if you get it right. From the training I know how to make the most of the media"

# Making the most of the Media Confidence Building - Training Workshop

**Date:** 21<sup>st</sup> February, 2012  
**Time:** 9.30 am – 4.30 pm  
**Venue:** South Green Park Enterprise Centre, Mattishall, Norwich, NR20 3JY  
**Course Tutor:** Susie Emmett & Patrick Harvey, Green Shoots Productions

**Aims of the Course:** Positive coverage of your business in newspapers, magazines, radio and television can be a huge boost to your profile and sales. This course gives you the skills, confidence and techniques to make the most of the opportunity when the media come to you. You will learn how to proactively attract the kind of media attention you need!

## Topics to be covered:

- Learn how to develop a number of styles (live/pre-recorded/news/documentary/talk shows etc)
- With this practical and creative course you will build your confidence to speak effectively
- Master the art of writing great press releases and ready-to-use copy
- Learn how to integrate these into your overall marketing strategies
- Develop a plan to make the most of the media in the coming months

"Lots of practice - for soundbites and colourful interviews - for radio and TV. My confidence and performance got better and better"

**NB** This course is being followed by a course on 'Blogging' and how to do get started being run on the previous day 22<sup>nd</sup> February at the same venue – book both for great effect and to get your business in the spotlight

**About the Tutors:** Green Shoots Productions is a multimedia production and training company, led by Susie Emmett and Patrick Harvey. Expert in a whole range of communications products – websites, audio, film and photography, the Green Shoots team take great pleasure in helping others to master the skills necessary to make use of new media to build their businesses and get their messages across.

**Cost: £71.00 + VAT including lunch.**

To book your place on the course contact: [dawn@tastesofanglia.com](mailto:dawn@tastesofanglia.com) Tel 01473 785883  
 Tastes of Anglia, Burnt House Farm, Witnesham, Ipswich IP6 0QY

LandSkills East is supported under the Rural Development Programme for England by EEDA, Defra and the EU, co-ordinated by Lantra and managed by the Rural Enterprise Hub at Easton College in partnership with Norfolk County Council.

