



Effective Media Relations Masterclass

Are you finding it a challenge to pitch your stories and gain the right level of exposure? Do you struggle to understand how best to reach out to the media? This one day masterclass will help you to up your media relations, to ensure that you are able to work effectively with the media. Learn what journalists want – and don't want - from PR, as well as how to understand the media and how to pitch to them effectively. The course also covers what constitutes news, and will help you develop your media writing abilities, explain what makes something news worthy and how to spot potential stories in your own organisation for use with the media.

Our host Ann Pilkington will guide you through today's media landscape and help you understand how the media work and what they need from you to get their job done. Ann will talk you through how to work with the media and how to build effective long lasting relationships with journalists that will better serve you and your company or clients in ensuring that they get their message across in the best possible fashion.

- **Learn best practices in media relations.** Our trainer will guide you on an end-to-end best practices-based approach to achieving your media relations goals.
- **Understand how to pitch.** Perfect the art of pitching through role-play and through developing an awareness of what constitutes news for your media.
- **Develop your writing abilities.** Learn how to write like a journalist and improve your ability to spot news-worthy stories in your own organization.

The One-Day Media Relations Workshop

Our workshop is delivered over a full day and includes a host of topics that will improve how you understand and deal with your key media outlets.

Get to know the media and what they need from you:

- Get to grasp with how journalists do their job
- Understand where and how journalists get their stories
- Realize the value that we can add to the role of a journalist

Select the right stories to pitch to your media contacts:

- Identify what journalists do and don't want from PROs
- Learn how to pitch and present a story to media, as well as developing content that media will want to publish

Create your own media writing through better storytelling:

- Gain an understanding of what makes something newsworthy
- Start crafting your own news pieces to share with the media

Are you ready to raise your media relations game?

You will leave the workshop with a key understanding of what you to do to improve your media relations outreach, including how to build long-lasting relationships with your key journalists.

- **This is a one-day workshop exclusive to MEPRA**
The masterclass is taking place in Dubai on October 28th and on November 19th. This is a MEPRA-hosted full-day event (9am-5pm).
- **Learn from the PR Academy's Ann Pilkington**
Our trainer has several decades worth of experience in the area of media relations and has taught extensively on the subject, both for clients as well as agencies.
- **An excellent value proposition for your business**
This one day workshop with Ann Pilkington only costs US\$500 per person. You won't find a course that offers more value at such a price point.

Meet the Trainer-Ann Pilkington

Ann Pilkington is a founding director of PR Academy. Her early career was in journalism, moving into PR with major blue-chip UK companies including the AA, BT, The Woolwich Bank and Barclays. She holds a Masters in Public Relations from the University of Stirling, the City and Guilds Further Education Teacher's Certificate and the Communications, Advertising and Marketing Diploma (CAM). She leads on PR Academy's own PR and social media activities. She is an Associate member of the Association for Project Management and is a member of its 'People' special interest group which promotes good communication within projects.



About the Middle East Public Relations Association

MEPRA is the voice of the public relations profession in the Middle East. An association committed to setting standards of excellence in the communication industry. MEPRA is a community where professionals gain industry insights, network with peers and further their professional skills. Founded in 2001 in the UAE, MEPRA is a self-governing nonprofit member association, established to set world-class standards for the public relations and communication industry in the Middle East. MEPRA is an organization for members who are looking to grow their network, enhance their knowledge and professional skills and be recognized for their accomplishments.

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