

## Marketing and PR Training for Support Providers East Anglia - Norwich

Media Trust has recently announced a series of subsidised courses in marketing and communications for support providing (second tier) organisations. This series of events, funded by Capacitybuilders, has been specifically designed for those in marketing and communications roles working with frontline charities to inspire, equip, empower and transform their communications and add impact to their work with communities across the country.

### Planning your marketing activities (intermediate course):

**Venue:** Central Norwich  
**Date & Time:** 4 September 2009, 10am-4pm  
**Free:** £50 (standard rate £120)

In this course you will learn how to set clear objectives and put together a marketing plan as well as individual action plans to ensure all your activities are successful. Discover which channels offer the best return on investment and are the most effective for engaging your target audience.

### Planning your PR activities (intermediate course):

**Venue:** Central Norwich  
**Date & Time:** 27 January 2010, 10am-4pm  
**Fee:** £50 (standard rate £120)

In this course you will develop a strategic approach to public relations. Learn how to focus your activities on the right media, make the most of your events, case studies and spokespeople and maximise coverage. Find out how to tailor your press release and pitch to different outlets, from national press to local radio and niche publications. Gain knowledge of the intricate relationship between PR and other disciplines and start thinking about innovative ways to get your message across.

The same courses are running in all nine English regions. To find out more or book a place onto these courses please visit: [www.mediatrust.org/training-events](http://www.mediatrust.org/training-events) or [www.improvingsupport.org.uk/training\\_and\\_events.aspx](http://www.improvingsupport.org.uk/training_and_events.aspx). You can also book a place by calling **Helena** on **020 7217 3774** or emailing her at: [helenam@mediatrust.org](mailto:helenam@mediatrust.org).

For more information on the Marketing and Communication workstream of the National Support Services programme, please contact Amanuel Woldesus on 020 7217 3772 or email: [amanuelw@mediatrust.org](mailto:amanuelw@mediatrust.org)