

Building Solid PR Foundations

One Day Workshop

About the trainers

Rachel Benton and Carrie Eames, the Directors of Cream Communications, are PR professionals each having 15 years experience in the industry.

They work with household names such as Boots and Wilkinson. As well as training in the UK, they have also trained in-house teams in companies across Europe, and in the USA.

How much does it cost?

A full day course costs £280 per delegate. Cost includes refreshments, lunch, and all training handouts. It also includes two follow-up aftercare calls, plus access to a PR helpline after the training.

Terms and Conditions

Bookings made more than 21 days in advance receive a 10% discount. Cancellations made 10 days or less prior to the date of the course receive no refund.

Cancellations made more than 10 days before the course date receive 50% refund. Substitutions are free of charge. Group bookings receive discounts.



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Course outline – Building Solid PR Foundations

- Press releases that work...and don't work!
- Handling the Press and building relationships...what to say and when to say it.
- Effective ways to sell in a story, and distribute press information
- 'Win win' ways to get coverage
- Organising 1-2-1 press interviews for radio, TV, print and broadcast.
- Features & case studies
- Real life experiences, 'A day in the life of
- Dealing with a media crisis.....how to keep your cool!

Topics may vary slightly once the group of delegates has been finalised.

Recommended 1 day follow-up workshops include:

- **Successful Marketing and PR Strategies**
- **The 'Online Revolution' and how it can be harnessed to your advantage**

Bespoke packages can be tailored on request.

Who should attend?

Building Solid PR Foundations is a one-day workshop, which is aimed at PR Assistant and Account Executive levels. The workshop looks at all aspects of the basic understanding required in this creative field, as well as tips on standing out in this competitive market; from building relationships with journalists, writing press releases, to finding a news hook, and how to deal with those inevitable media crises to ensure your brand's reputation remains intact.

Benefits of the workshop

This one-day workshop will provide your team with the knowledge and confidence to run successful PR campaigns. Moreover, it offers the equivalent expertise of a London PR training company, but at a much more realistic price. Run by experienced trainers and practising PR consultants, delegates will receive advice, guidance, information and real life case studies that have come from working with blue-chip companies, not from a text book.

How will the course be run?

The course will be a combination of strategic guidance with hands on practical sessions, to help delegates get a clear and realistic understanding of the industry. A pre-questionnaire to the delegate's line manager will ensure that the right level of information and tone is used to ensure delegates (and their employers) get practical knowledge that they can incorporate into their everyday work.

Contact Us

For further information about our training courses, or more information about our other services, please contact us on 0845 388 9584 or email

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