



FREE PUBLICITY

**AN IMPORTANT PART
OF THE MARKETING
MIX**

Contact

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Generating awareness of your tourism business through publicity is much more authentic than many other forms of communication, such as paid advertising.

With publicity/PR there is typically no cash investment, though there is skill and time involved in creating a publicity programme to achieve help your marketing objectives.

This one-on-one coaching programme shares with the attendee knowledge and 'how-to-do' tips and templates so they can manage their own publicity programme.

The training course is divided into modules or sessions of 2 hours duration each conducted via zoom video conferencing.

COME VISIT OUR SALE!

Module 1 b some of last season's most popular items for up to 75% off! Some of our sale items include

Introduction:
Brainstorming details from within the business that are have media 'legs'. Creation of target media, in conjunction with your overall marketing strategy.

SONJA MCCOY DESIGNERS IS A BEECHTOWN-BASED BOUTIQUE COMMITTED TO CREATING HIGH-QUALITY PRODUCTS. VISIT WWW.REALLYGREATSITE.COM TO KNOW MORE ABOUT US.

Module 2

Development of a Media Kit.

The fundamental resource that is at the basis of your publicity programme.

Module 3

The Pitch

What is news and what is not. Writing a media release.

Module 4

Media Famil Programmes.

Instigating your own programme. Understanding the difference between your own programme and visiting media via your RTO/TNZ.

In addition to the one-on-one time together there may be some research 'homework' between each session. At the end of the modular programme the attendee will be equipped to establish and managed their own publicity and media famil programme.

Investment

\$2500+GST

This course is registered with the Management Capability Development Voucher Fund. Find out more by visiting www.regionalbusinesspartners.co.nz