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# AAR Agency seminar programme

## Effective PR – Managing the media and crisis handling

**Presenter:** Nicky Fuller, Larkspur Consulting

**Wednesday 8th February 2017**

2 Sessions:

9.30am to 12.30pm (registration 9.15am)

2.00pm to 5.00pm (registration 1.45pm)

Using the media to build your agency's brand can be an excellent way to accelerate your reputation and create real differentiation for your business. But the press can also break a brand and it is therefore vital to manage the media in the right way.

### Seminar overview

This course looks at the different techniques to help drive press coverage and helps the participants to have confidence in a story and be able to 'sell' it convincingly. In addition to looking at proactive media coverage, the course also looks at crisis management. How do you handle the resignation of a high profile member of staff, or a campaign that has negative media coverage? The key to successful reputation management is preparation.

This session will help provide the confidence to proactively and reactively deal with the press.



### Benefits

- Review and refresh of the different methods of driving media coverage
- Explore the way in which new business activity and PR should work together
- Learn specific techniques for creating a newsworthy story including an exercise to develop a strong media story
- Gain confidence in managing the media
- Practice dealing with crisis PR situations

### Who should attend?

Ideal as a refresher course for the PR representative of agencies, it is also an informative session for new business and marketing professionals within agencies whose role it is to build the company's profile and sales leads. Business leaders also have an opportunity to understand the way in which the media operates, gain some new tactical suggestions and appreciate the importance of developing real news stories.

### About the presenter



**Nicky Fuller** is a marketing and communications expert with more than 25 years experience of helping to build the reputation of companies and individuals. She has trained thousands of people from organisations as diverse as the Chinese Government, Barclays, Mills&Boon and the Football Managers Association. She is passionate about training individuals to help them create strong media stories and then deliver them with conviction.



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This seminar will be held at: IPA, 44 Belgrave Square, London SW1X 8QS