

## publishing portfolio

# Public Relations for Publishers

The emergence of new media, the cult of the celebrity and the globalisation of publishing present a wealth of public relations opportunities for publishers. So, how do you ensure you are really getting the most out of your PR? **Public Relations for Publishers** will help you to run a successful PR campaign, from the basics such as how to use the different applications of PR and getting the best value from your activities to using different tools and resources, handling negative PR and avoiding the common pitfalls. Containing real-life case studies, examples and information specifically for the publishing industry this course will give you the start you need to succeed in all your public relations activities.

**Public Relations for Publishers** enables the learner to:

- Create positive exposure for your company, its brand and its products
- Assess the value of your PR activities
- Use PR to understand your competition
- Make your surveys newsworthy
- Develop skills for media interviews

An annual license to **Public Relations for Publishers** provides staff with year-round access to this valuable learning resource.



### Learning outcomes

#### PR – an introduction

- What is PR?
- How does PR contribute to marketing?
- What is my attitude to PR?
- What is the role of PR in book publishing?
- How powerful is the media today?

#### How to run a successful PR campaign

- How do I plan a PR campaign?
- Should we use external expertise or internal knowledge?
- Can PR backfire?
- How should we handle negative PR?
- How can we develop PR as a central part of our marketing strategy?

#### The options for PR

- What are the key media options?
- Are PR events a waste of time and money?
- Are surveys a useful part of PR?
- Are competitions a useful part of PR?
- What are the do's and don'ts of good corporate PR?
- Is media training useful?

#### PR as a proactive part of marketing

- Why should PR be central to marketing?
- How can PR contribute to understanding my customers' needs and wants?

- How can PR help to develop new products and bring them to market?
- How can PR create a strong positive message for my customers?
- How can PR create a strong negative message about my competitors?

#### PR in publishing

- Is there a difference between fiction and non-fiction?
- How much should you do yourself?
- How do you measure the value of PR in publishing?

### Target audience

This course is designed to appeal to experienced and new publishing professional, particularly in sales and marketing roles.

### Additional services

**Blended learning:** ½ day workshops available.

**Tailoring:** include your examples and issues.

**See also:** *Making Money out of Publishing; Consultative Selling for Marketers; Market Research for Publishers; The Internal Sales Person; Project Management.*