

'A fantastic day full of tips from the experts, which will inspire and enthuse.' – Delegate from Lion Hudson

Practical Publicity

'This has been invaluable! I have learned so much and have had really good fun!'

Delegate from Palgrave Macmillan

'Excellent. [Tutors] listened and responded to our individual experiences/questions. Gave me fresh ideas/inspiration.'

Delegate from Penguin Books

How DO you get the attention of the national press, especially if you work in specialist publishing? When is the right time, and what do journalists respond best to? What constitutes 'publicity potential' in YOUR titles?

Dealing with the press can be daunting and frustrating. And so can managing author expectations, which might be for blanket coverage in the nationals whereas the reality (and appropriate strategy) will be securing reviews in niche journals.

This workshop focuses squarely on these issues: on spotting press potential, and equipping you to sell your story to nationals and broadcast media, and on the excellent publicity alternatives which are perfect for the majority of titles – and how to sell these confidently to your expectant author too.

Includes:

- Planning and managing media campaigns – of all shapes and sizes
- How to get the attention of national and mainstream, broadcast, regional, specialist and online journalists and editors
- Press releases and the role of the press pack
- Managing author expectations
- Practical tips from three tutors working at the sharp end.

Course tutors

Regular tutor **Rachel Maund** is joined by **Aine Duffy**, Publicity Manager at Taylor & Francis for 8 years, and now Head of Media Relations and Marketing at the Royal College of Art, and **Amelia Hill** from *The Observer*.

What's the day like?

It's a highly interactive day in which you'll be able to 'ask the experts', raise thorny issues, and come away with new ideas to help approach them in future.

Who should attend?

Anyone in academic or specialist publishing who needs to include publicity campaigns within wider marketing plans, and anyone relatively new to publicity within general publishing.

Course dates:

27 April 2010

London

£375 + VAT

28 September 2010

London

£375 + VAT

**CHECK AVAILABILITY NOW ON 020 8977 2741, OR
EMAIL rachel@marketability.info
www.marketability.info/publicity.html**