

Presented by:



Our Partner:



ADVANCED PRESS RELEASE WRITING & MEDIA INVITES

(Public Program & In-House Program)

23 AUGUST 2018 - KUALA LUMPUR



YOU WILL LEARN :

- 10 Tips for writing press releases that guarantee coverage - from the news editors themselves
- 5 Steps to hook the media with killer media invitations
- Insights to digital press releases and Online News Portals
- Online Releases : Media reach and Search Engine Optimisation(SEO)
- Tips to write press releases to broadcast media

WHO SHOULD ATTEND:

- This workshop is designed for all **PR Account Executives, Senior PR Account Executives and in-house PR practitioners** who have basic press release writing experience. It is also suitable for experienced practitioners who are looking to review or refresh their writing skills