

BGA Club Marketing Seminar

Agenda

0930	Assemble, informal networking
1000	Introductions, objectives
1015	Your message and market
1045	Practical – Examining your ‘products’ strengths and weaknesses
1105	Break
1125	Getting your message to the market
1150	Interactive session - Sharing our successes
1230	Lunch
1330	Interview techniques
1415	Dealing with the media
1445	Break
1500	Writing a news release
1515	Practical – Writing a news release
1545	Review of exercise
1600	Conclusion and feedback
1615	Close