

# PR FOR NON-PR PEOPLE.

A guide to promoting your company  
in the commercial maritime sector



This two-day course delivers practical skills and first-hand knowledge equipping you with the PR tools you need to add value to your business.

Shipping is a big business and it is important to stand out from the crowd. Successful companies are often those that are more visible than their competitors and ones which pay careful attention to the management of their reputation. An effective corporate communications strategy will ensure that your company profile attracts the attention of your customers, business partners, investors and peers.

Many companies cannot justify employing full-time PR people and often the PR function is given to the sales team, business development executives or the boss's PA. And whilst they are probably very capable people, to be truly effective, PR requires careful planning and execution.

Tailored specifically to the requirements of the shipping and maritime sector, this brand-new course has been designed to equip non-PR specialists with the essential tools to help them deliver effective and added-value PR services to their company.

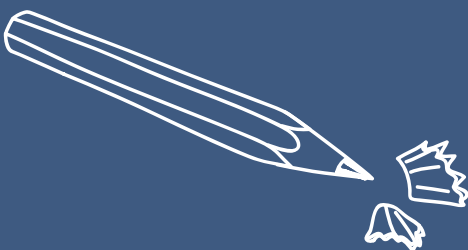
The course is delivered in two one-day modules which can be taken together or as stand-alone elements. The first day will provide students with a thorough grounding in maritime PR giving them the basic skills to begin raising the profile of their company. It will give them confidence to speak to journalists, issue press statements, create journal articles, op-eds and thought leadership pieces, handle advertisements and arrange media events.

Day two focuses on strategy and planning and will take a more rounded view of how effective corporate communications can assist companies achieve their business aims. Students will be taken through the elements of a corporate communications and PR plan to understand what a business should say, how it should be said and who should be listening. The course will cover the creation of key messages, identification of target audiences and how to optimise channels of communication. This module will also discuss the importance of branding and corporate identity and provide advice on how and when to refresh your brand.

Each day complements the other and, for maximum benefit, both modules should be taken together. But for those simply wanting to get a handle on the nuts & bolts of maritime PR, or to understand the strategic elements, modules can be taken individually.

## **METHODOLOGY**

The course is delivered in a central London location in a classroom-style environment. Numbers will range from five to 25 students and course modules are delivered through a series of presentations and practical exercises. Significant time is allowed for discussion and students are encouraged to question, challenge and discuss the key issues. All students will be given a set of course notes to take away.



## AGENDA

### DAY ONE – PUBLIC RELATIONS, THE NUTS AND BOLTS

#### Introduction

- What is public relations?
- How does it fit into your corporate communications and marketing mix?
- How can PR assist your company achieve its business objectives?
- How does maritime PR differ?

#### The maritime media

- Introduction to maritime hard-copy and on-line publications
- How to gain national and international press interest in a “maritime” story
- Subscription-based versus ads-driven publications
- Daily, weekly and monthly publications – names, deadlines, personalities
- On-line media – news-sites, e-zines, blogs
- Where to find information and help
- Developing and maintaining relationships with journalists

#### Press releases

- What is a press release and how are they used
- What makes a good story/how to create news
- How to write an effective press release, what it must contain
- Good and bad pictures
- Who it should be sent to and how
- How to increase your chances of getting your release published

#### Feature articles

- Thought leadership/op-eds/articles
- How to generate ideas
- What makes an interesting article
- How to create an article using internal sources
- Liaising with journalists/using editorial schedules
- Increasing your chances of getting published

#### Developing direct media contact

- Building relationships with journalists
- Interviews – telephone, on-line, face-to-face
- How to conduct yourself, how to get senior colleagues to behave
- Arranging press conferences and press days

#### Advertising

- Why advertise and when to advertise
- How to identify the optimum publications
- Creating an advertising strategy
- What makes a good advert
- How to create your advertisement
- Negotiating a price/how to cut a deal

#### Using an agent

- Benefits and drawbacks of using an agent for your PR, marketing, advertising
- How to find an agent
- Terms of engagement

## AGENDA DAY TWO – PUBLIC RELATIONS STRATEGY

### Corporate communications strategy and planning

- Why have a strategy and how to create one
- Why have a plan?
- Who should be involved in the planning process?
- Basic elements of a good corporate communications plan
- How to measure success
- How to create an effective plan for your business

### Branding

- What is branding and how does it apply to your business?
- Establishing a corporate and a brand identity
- Why and when to re-brand
- The brand book

### Key messages

- Why are key messages important?
- How are they used
- Techniques to create a series of key messages for your business
- Straplines and their importance

### Case study

How an integrated PR strategy can increase brand awareness

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### Spring 2010 Course Dates

Tuesday 27 – Wednesday 28 April 2010, Central London

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### Costs

Day one only (PR Nuts and Bolts) – £300 plus VAT

Day two only (PR Strategy) – £300 plus VAT

Both days - £500 plus VAT

### Course leaders

The course leaders are Mike Elsom and Bill Lines, both directors of Navigate PR, a specialist maritime PR agency. The company handles PR accounts for a number of leading maritime businesses including AET, the Baltic Exchange and the Korean Register of Shipping.

Bill started his professional career as a maritime journalist and went on to become communications director at the Baltic Exchange.

After a seagoing career, Mike became business development and marketing director at the Baltic Exchange and then chief executive of the UK's shortsea promotion centre.

Both have extensive knowledge of all aspects of the maritime sector coupled with in-depth and finely honed PR and marketing skills and have been successfully running Navigate PR since 2004.



## REGISTRATION FORM

To reserve your place on the April 2010 course, please complete and return this form by post, fax or email. Places are limited so please book early.

Title	First name	Surname
Position in company		
Company Name		
Company address		
Country		
Telephone	Email	

- I wish to attend day one (Nuts and Bolts) only @ £300 plus VAT  
 I wish to attend day two (Strategy) only @£300 plus VAT  
 I wish to attend both days @ £500 plus VAT

### Payment

- I enclose a cheque for £\_\_\_\_\_ made payable to Navigate PR Ltd  
 Please debit my:

      Debit card  Other

Card No.

Three digit security code

Expiry Date

Cardholder's name \_\_\_\_\_

*Your credit card details will be destroyed once payment has been taken. If you are not happy disclosing your details on this form please call Navigate on +44 (0) 207 369 1653/6 to make a telephone payment.*

### Please return this form to

Navigate PR Ltd  
The Baltic Exchange  
38 St Mary Axe  
London EC3A 8BH

### For further information contact

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Fax +44 (0)20 7369 1684

Or email your details to melsom@navigatepr.com

### Terms and Conditions

*Navigate must be in receipt of full payment prior to the day of the course or your nominated delegate(s) may not be allowed entry. Cancellations 14 calendar days prior to the course will be refunded at 50% of the delegate fee. Cancellations within 14 calendar days cannot be refunded. All cancellations must be received in writing. Names of delegates may be changed at any time without charge and notification of name changes should be made in writing. Registration fees include lunch and refreshments. Hotel accommodation or travel is not included. If for any reason Navigate cancels this event, Navigate does not accept any responsibility for reimbursing travel, accommodation or any other costs incurred by the delegates. Navigate reserves the right to amend the agenda at any time and without giving prior notice to delegates. Views, opinions and information given at this course are not necessarily those of Navigate PR Ltd or its directors, officers or employees and should not be relied upon for business, investment or any other purpose.*