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Grabbing Headlines: Media Relations for Charities: Dublin- 9 November 2017

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[Grabbing Headlines Sligo 9 Nov 2017](#) [newsddd.jpg](#) [1]

Training provider:

[The Wheel](#) [2]

Date / time:

9 Nov 2017 - 9:30am - 1:00pm

Venue:

The Wheel, 48 Fleet Street (entrance on Parliament Row), Dublin 2

Location:

Dublin

Price details:

70 Euro for Members of The Wheel/ 120 Euro Non-Members

Are you a member of The Wheel?: *

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Member of The Wheel, €70.00

?

Non-Member, €120.00

Members of The Wheel receive reduced rates on events.

Attendee(s) name(s) & email(s) if different from the person booking: _____

Where did you hear about this course/event?: * _____

Learn how to work with the media and generate publicity for your organisation.

Course details:

Why are some organisations always in the news?

Is it because their work is more "newsworthy" than yours? Probably not.

Do they have unlimited PR budgets? Unlikely.

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They are probably just media savvy: they understand how the media operates and what journalists want.

This half-day workshop has been developed to equip community and voluntary organisations with the skills

and knowledge to work with the Irish media.

The workshop will explore:

- How the media works: understanding the news cycle
- The art of the press release: how to write a headline-grabbing press release
- Pitch or perish: how to pitch your story to journalists
- PR photos: how to organise a successful photo-call

You will gain a deeper understanding of the workings of the Irish media and you will learn the basic skills required to generate publicity for your organisation.

Facilitator: Gert Ackermann

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Gert Ackermann joined The Wheel as Communications Officer in March 2008. He studied Political Science and Journalism before cutting his teeth in the world of journalism, talk radio and book publishing.

Gert is responsible for The Wheel's communications strategy and publications and he is the editor of the sector magazine, *Be The Change*. Gert also works as a freelance publicist and consultant in the community & voluntary and publishing sectors.

Feedback from Previous Attendees of this Workshop:

"This was by far one of the best pieces of training I have attended from the point of view of relevance to what I needed, meeting my expectations, and knowledge and expertise of the facilitator/trainer. It was extremely informative and practical in its approach and left me feeling I could adapt many of the suggestions and ideas being put forward. Gert was excellent." - **N. Mulligan, Dublin AIDS Alliance**

"Gert is an excellent communicator and presenter. The session was very informative, and so engaging, I don't think anyone checked their watch during the 3hr session!" - **M. O'Sullivan, Youthwork Ireland Cork**

"I found the session informative, useful and productive, particularly in understanding the way media outlets operate etc." - **N. Dwyer, Youth Work Ireland Cork**

"Really useful course. Gert's style was engaging and interactive. Group size was just right, not too big. The information, tips and advice provided were really practical. Gert's experience working in the media shone through and this insight was particularly useful for the training. ...got some best practice tips and 'insider' advice from Gert. Many thanks!" - **D. Ryan, Irish Family Planning Association**

"I really enjoyed the session, it was very informative and covered a lot of information. I particularly found it useful in terms of learning how the media works and how to interact with them effectively. What I learned will be very beneficial in my day to day work." - **C. Dunne, Fighting Blindness**

"The areas covering Interviewer Types and Interview Techniques were of particular interest." - **P. Bradshaw, United Christian Broadcasters (Ireland) Ltd**

Who Should Attend:

Anyone interested in communications, public relations and marketing as it applies to the community and

voluntary sector.

How to Register:

Registration on the day from 9.15am.

To register for this course, simply go to the bottom of this page, select the appropriate option and click "add to cart".

Course contact details

Telephone:

01 454 8727

Email:

info@wheel.ie [3]

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The Wheel is compliant with the Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland.

www.governancecode.ie

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