

## Media Training for Businesses

Do you want a better insight into how the press works, why they make the decisions they do and how you can build a better working relationship with them to improve your business? Then why not come on a media training course held by award-winning agency Jungle PR ([junglepr.com](http://junglepr.com))?

Jungle has joined forces with former news editor with over 30 years experience to give you the inside track on journalism, increase your overall knowledge of the press and help you to be more confident when dealing with the media. We'll even give you the best advice on how to present yourself on radio and TV. Taking part in the course will give you these essential skills and help you gain a valuable business advantage!

The workshop is given by Kate Morfoot, Director of Jungle PR Ltd, an approved member of the Chartered Institute of Public Relations and expert news journalist.

**Jungle PR: helping you on the road to success – fast!**

### Focus areas of the course:

- Understanding the press and how it operates
- What is 'news' and how to exploit your story
- How to write in 'journalise' to get the coverage you want
- Photography – an essential part of any good story
- Building better relationships with journalists
- The Dos and Don'ts when dealing with the press
- Question & Answer session



# Application Form

## Media Training for Norfolk Businesses

Name: \_\_\_\_\_

Delegate Address: \_\_\_\_\_

Email: \_\_\_\_\_

Tel: \_\_\_\_\_

Type of business: \_\_\_\_\_

Date of Courses: Telephone Jungle PR on 01362 694649 for details.

Location: Norwich

Delegate Fee: £74.75 + Inc. VAT. Only to be paid on enrolment confirmation.  
Please do not send any money with this application form.

Return this form via post, email or call Jungle PR to reserve your place.

Amy Purkiss  
Jungle Public Relations Ltd  
The Elms  
Norwich Road  
NR19 1RJ

Scan the form and email [amy@junglepr.com](mailto:amy@junglepr.com)

Telephone to reserve your place on 01362 694649

Once your booking has been reserved for you, please send your cheque made payable to Jungle PR Ltd to the above address to ensure your booking is confirmed in time for the course date.

### **Payment & Cancellation**

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**Payment must be made in advance of the course date. Delegate names on the list will be monitored on the course day. All cancellations must be made in writing to the address at The Elms, Norwich Road, Yaxham, Norfolk NR19 1RJ. Such cancellations are subject to a handling and administration fee of 10% of the course fee which will be deducted from any due refund or invoice, whichever is appropriate. We regret that no cancellations are acceptable within 7 days of the event.**

