

INTRODUCTION TO THE DAY

This course will examine ways to improve your organisation's profile and image, how to convey clearly the benefits of the work you do. The course content will include, developing a promotional strategy, organising publicity for events, targeting particular audiences, selecting communication tools and creating photo opportunities.

The course will be very participative and will include practical exercises, which can be based on specific promotional campaigns in which participants are involved.

COURSE OBJECTIVES

- To critically evaluate an organisation's present profile
- To devise publicity plans for events
- To identify and target particular audiences
- To select appropriate communication tools for groups
- To appreciate the value of creative photo opportunities

FACILITATOR PROFILE

Simon Devilly is a communications and media consultant. Over the past ten years he has devised and delivered training in public relations, media skills, presentation skills and lobbying for change to a wide range of clients many of them in the voluntary sector.

A former senior producer with RTE, during his 16 years there he worked as series producer on many of their flagship current affairs programmes. He continues to devise, direct and deliver training courses for R.T.E. He also specialises in devising integrated publicity plans and media campaign planning for clients who wish to develop medium and long term Public Relations strategies.

He has been retained since 2002 by the Department of Education Co-ordination Unit for Senior Travellers Training Centres to train and advise on local and national publicity strategies.

Simon teaches journalism at both post and under graduate levels at Dublin City University and at St. Patrick's College, Maynooth (Kairos Communications). He has also been a member of the Irish Executive of the National Union of Journalists and serves as a judge on the PPI/BCI National Radio Awards.

Time Table

9.30am	Registration, Tea & Coffee
10.15am	Welcome and Introductions Setting Course Objectives
10.45am	Publicity Strategy Image, Present Profile, Plans
11.15am	Devising Clear and Imaginative Messages Target Audiences & Communication Skills
11.45am	Break
12.00pm	Practical Session Publicity Event Planning
12.45pm	Using the Media Dealing with Journalists
1.15pm	Lunch
2.00pm	Planning your P.R. Strategy Resources – People, Time & Money
2.30pm	Practical Session Your Publicity Year Plan
3.15pm	Positive Images Photo Opportunities & Exhibitions
3.45pm	Dealing with Publicity in a Crisis
4.15pm	Questions, Wrap Up & Evaluations
4.30pm	Ends

BOOKING FORM

The number of places available on this course is limited to 16. Places will be made available on a first come, first served basis. Previous events have been oversubscribed so early booking is advised. Please complete booking form and return, to the address listed below, by Friday 23rd November 2006, together with the workshop fee of €70.00

PLEASE COMPLETE IN BLOCK CAPITALS

Name: _____

Organisation: _____

Address: _____

Phone: _____ Email: _____

Special Dietary Needs: _____

Please indicate how you would hope to benefit from taking part in this course

I wish to reserve a place on this workshop and enclose:

Postal Order

Cheque

Invoice

Please make cheque payable to the National Youth Federation

If you require an invoice please specify the name of the person/organisation to be invoiced: _____

Signed: _____ Date: _____

Please Return Completed Form & Payment to:

**Fran Bissett,
Irish YouthWork Centre,
20 Dominick Street Lower, Dublin 1.**

Note: Places will not be reserved unless a fee is enclosed with the booking form. Fees are non-refundable unless a replacement can be found. Workshop will only proceed with sufficient bookings to cover the event costs.

PHOTOCOPY BOOKING FORM IF ADDITIONAL COPIES ARE REQUIRED.

IYWC Events Programme 2007/2008



Developing Your Promotional Strategy

Meeting the Publicity Challenge

Date: Thursday 6th December 2007

Venue: 20 Dominick Street Lower, Dublin 1



Youth Work Ireland

20 Dominick Street Lower, Dublin 1.

Youth Work Ireland is the trading name of National Youth Federation Ltd.