

PROMOTING YOUR COMMUNITY WOODLAND

MEDIA TRAINING EVENT

Drumchapel Community Centre, Glasgow

Thursday 10th September 2009

9.30am – 4.30pm

- 9.30 – 10.00 am** **Welcome, Coffee and Teas**
Attendees are asked to be ready to start at 10am
- 10.00 - 11.20am** **Workshop Part 1**
*Where does news come from?
Deciding what to get across; Defining and reaching audiences – vehicles for your messages*
- 11.20 - 11.40am** **Coffee and Tea**
- 11.40am - 1.15pm** **Workshop Part 2**
The secrets of effective press releases; approaching media outlets
- 1.15pm - 2.00pm** **Lunch**
A buffet lunch will be provided at Drumchapel Community Centre, please inform us prior to the event of any dietary needs
- 2.00pm - 3.10pm** **Workshop Part 3**
Interviews – some golden rules; longer term media planning
- 3.10pm - 3.30pm** **Coffee and Tea**
- 3.30pm - 4.15pm** **Site Visit to Drumchapel Community Woodland**
Drumchapel Community Woodland volunteers will host a quick tour of their award winning woodland, taking in the various aspects of the woodland that could be used to promote it to local and national media.
- 4.15pm - 4.30pm** **Feedback and Expense Claim Forms**
It is important to leave constructive feedback about the Skills Development event, by doing so we are able to continue to provide quality training that meets all your needs.

For further information on the event please contact rosslyn@communitywoods.org, booking is essential.