

# Getting to grips with digital PR

Beginners/  
Intermediate level

This interactive half day session is designed for marketing and business development executives and managers in legal, accounting, property and consultancy firms who have little experience of PR and need to understand what happens as we transition to the digital space. A number of case studies are included for exercises.

The workshop qualifies for 3.5 hours CPD.

## Topics covered

- **Core principles – Traditional public relations**
  - Targeting the media
  - Relationships with journalists
  - What makes a story?
- **Digital PR basics – Networks and tools**
  - Social currency, social capital and social credit
  - Social media rules of engagement – Twitter, LinkedIn, etc
  - Business, live and video blogging
  - On-line communities and sharing
  - Integration of traditional and digital PR
- **Preparing great content**
  - Readability and Search Engine Optimisation (SEO)
  - Writing skills and how to influence
- **Planning, policy, systems and best practice**
  - Evolution not revolution
  - Managing the balance – Brand Me vs Brand Firm
  - Setting up accounts
  - Internal communication and training
- **Marketing team roles**
  - When marketing and communications are separate
  - Reactive - Reputation management
  - Proactive – Central profile raising
  - Proactive – Engaging fee-earners
- **Campaign management**
  - Setting goals
  - Developing and implementing campaigns
  - Thought leadership and collaboration
  - Measuring results and useful tools
- **Avoiding difficulties**
  - Corporate communications in a public world
  - Dealing with negative comments and trolls
  - Hacking and legal issues (Defamation)
- **Working with PR consultancies**
  - Understanding consultancies
  - Preparing a brief
- **Summary and next steps**

**Tuesday 2 July 2013**

This half-day workshop takes place from 9.00 to 12.30 starting with a light breakfast.

**To facilitate interaction, the workshop is restricted to 18 attendees.**

## Trainer



**Kim Tasso** is an independent consultant with over 20 years' experience of strategic planning, marketing, business development, selling and client management in the professions. Her career started in sales and marketing in the technology sector. After senior in-house roles at Deloitte and Nabarro she started her consultancy in 1994 and has since worked for over 300 firms in legal, accountancy and surveying including: BNP Paribas Real Estate, Colliers CRE, haysmacintyre, Grant Thornton, Hempsons, Keating Chambers, Olswang, Mayer Brown, siberwin, Royds, Stiles Harold Williams, Thomson Snell & Passmore and Weil Gotshal.

She has an honours degree in psychology and is an NLP Practitioner. She has post graduate diplomas in marketing and professional coach/mentoring and an MBA. As a freelance journalist she has had many articles published in marketing, banking, property and legal magazines. *Dynamic Practice Development – Selling Skills and Techniques for the Professions* was published in 2000. She co-wrote *Media relations for property* in 2006 and in 2009 her management book *Growing your property partnership – Plans, people and promotion* was published. She is a frequent lecturer at commercial conferences and was formerly a lecturer on post graduate CIM diploma courses. [www.kimtasso.com](http://www.kimtasso.com).

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 5,000 marketers in professional services firms. Visit [www.pmforumglobal.com](http://www.pmforumglobal.com)



## Fees

First attendee £215 + VAT  
Second attendee £205 + VAT  
All subsequent attendees £195 + VAT

These prices are only for attendees booked concurrently.

No booking can be confirmed without payment.

The fee includes: continental breakfast • mid-morning tea/coffee • folder of workshop material

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions, however, can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Venue

Withers LLP  
16 Old Bailey  
London  
EC4M 7EG

## Booking details

Copy the booking form below for any more than three attendees.

For further information contact:  
PM Forum  
422 Salisbury House  
London Wall  
London EC2M 5QQ  
Tel: 020 7786 9786  
Fax: 020 7786 9799  
training@pmint.co.uk  
www.pmforum.co.uk

## Getting to grips with digital PR – 2 July

Name .....	Name .....	Name .....
Position .....	Position .....	Position .....
Firm .....	Type of firm .....	
Address .....		
.....		Postcode .....
Tel .....	Fax .....	E-mail .....

I enclose a cheque for £..... made payable to *Practice Management International LLP*.

I would like to pay by Visa/Mastercard/Maestro/AmEx (*please circle as appropriate*)

Cardholder name: ..... Amount: £ .....

Card number: ..... Expiry date: .....

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to:

**PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**  
Tel: 020 7786 9786 Fax: 020 7786 9799 training@pmint.co.uk www.pmforumglobal.com

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