



International Training  
Center Paris

# TRAINING SCHEDULE

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# MEDIA RELATIONS AND PITCHING

## Overview:

The Media Relations and Pitching training program is designed to equip participants with the skills and techniques needed to build and maintain relationships with media professionals and successfully pitch stories to them. The program covers various media platforms, including traditional media, social media, and blogs, and emphasizes the importance of creating effective messaging and storytelling.

**Objectives: By the end of the training, participants will be able to:**

- Understand the role and importance of media relations in achieving business goals
- Identify the key players in traditional and digital media and understand their needs and interests
- Develop effective media pitches and press releases
- Build and maintain relationships with media professionals
- Handle negative media coverage and crisis situations
- Measure the effectiveness of media relations efforts

Overall, this 5-day training program provides participants with the tools and knowledge necessary to develop and maintain effective media relations, as well as the ability to successfully pitch stories to the media. With a combination of theory and practical exercises, participants can gain hands-on experience and develop their skills in media relations and pitching.

## Targeted Groups:

- Public relations managers
- PR coordinators

- Communication specialists
- Media outreach professionals
- Professionals aiming to build media relationships

## Planning:

### Day 1:

- Introduction to media relations and pitching
- Understanding the media landscape: traditional vs. digital media
- Identifying target media outlets and journalists
- Crafting effective messages and story angles

### Day 2:

- Writing effective press releases
- The art of pitching: strategies and techniques
- Practice pitching exercises
- Tips for following up with media professionals

### Day 3:

- Building and maintaining relationships with media professionals
- Creating media kits and other materials
- Managing negative media coverage
- Crisis communication planning

### Day 4:

- Social media and blogs: opportunities and challenges
- Creating effective social media content
- Using social media to pitch stories and build relationships with media influencers

### Day 5:

- Measuring the effectiveness of media relations efforts

- Key performance indicators (KPIs) for media relations
- Evaluating media coverage and adjusting strategies
- Final pitching exercises and feedback session