

# PR and Marketing Workshop

## Getting your message to the right people, at the right place at the right time

In 2015 the world of business is operating in an environment of great choice. Business demands more than a one size fits all approach to public relations, marketing and communications

Getting your message to the right people, at the right place at the right time is essential to marketing and promoting your business.

It is equally important for anyone leading a business or holding responsibility for marketing and public relations to have best practice and innovation at the centre of what they do – and this starts with learning from experts.



### WHERE AND WHEN

Our popular workshops are held in the centre of Northampton at the offices of The Graduate, a leading recruitment business that operates across the UK. This modern and fresh setting ensures all workshop attenders gain the most from an enjoyable, informative and innovative day.

The workshops run from 9.30am until 4pm, includes lunch and places are limited to 10 participants in order that everyone gets the opportunity to gain the maximum benefit from the day.

Wednesday 11 March 2015

Wednesday 13 May 2015

Wednesday 9 September 2015

Wednesday 11 November 2015



### WHAT YOU'LL LEARN

Our workshop covers the fundamental issues that any business with a forward thinking approach to marketing needs. We recognise the importance of success driven marketing and PR and the content of the day will reflect that throughout.

We recognise the challenges of ensuring learnings from the day are implemented therefore we offer all attenders a special 'follow up' meeting. We'll arrange to visit you in your workplace within one month to guide you on implementing the learnings within your current strategies or plans.



### COST

The cost of the workshop, including refreshments and lunch, all course materials and our special 'follow up meeting' is just **£175.00 + VAT**. Attendance is limited to 10 people so early booking is advisable.

To reserve your place please email [ashley.riley@live.co.uk](mailto:ashley.riley@live.co.uk) or call 07835 309718 or email [info@thegraduaterecruitment.co.uk](mailto:info@thegraduaterecruitment.co.uk) or call 01604 622100

For more details on the workshop and its content you can contact Ashley Riley on [ashley.riley@live.co.uk](mailto:ashley.riley@live.co.uk)

## WHO SHOULD COME ALONG?

'Getting your message to the right people, at the right place at the right time' is a workshop aimed at business owners or those who work within a business and hold responsibility for marketing, press or public relations.

Previous attenders include Managing Directors, Sole Traders, Marketing Executives, Press Officers, those who have responsibility in a business for managing social media and any other members of a business who recognise the importance of promoting their companies brand.

**"I was blown away by what we learnt. All the questions we had were answered brilliantly by Ashley. It opened my eyes to many things I didn't realise."**

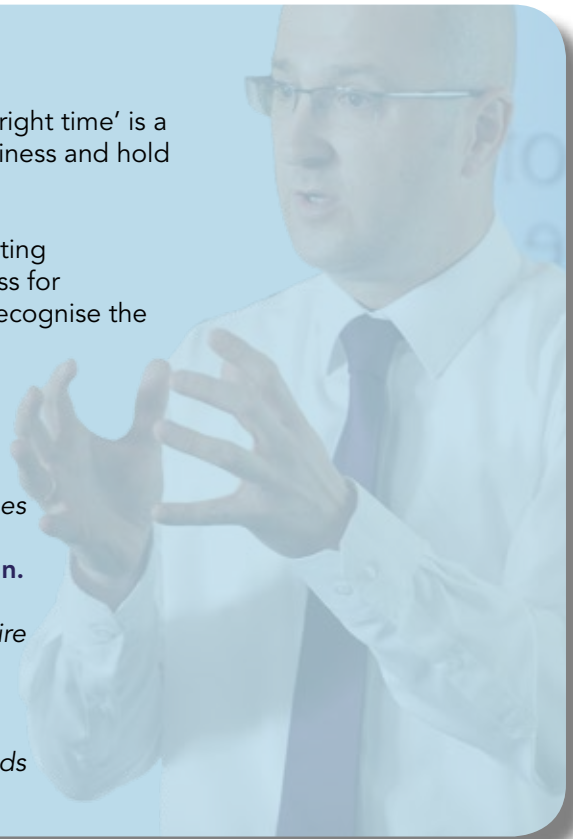
*Ally from Milton Keynes*

**"The workshop was informative and engaging and also lots of fun. We all left really inspired to get going on our marketing plans."**

*Nicola from Buckinghamshire*

**"I learnt a vast amount about how to utilise the media for my business and how to engage my target market."**

*Ameila from East Midlands*



## Ashley Riley Communications

'Getting your message to the right people, at the right place at the right time' is delivered by Ashley Riley, the Managing Director of Ashley Riley Communications, a national award winning PR and Marketing Agency. With a track record working with some of the biggest companies and organisations in the UK Ashley shares a wealth of expertise in an enjoyable, practical and creative way.



[www.ashleyrileycommunications.co.uk](http://www.ashleyrileycommunications.co.uk)  
@ashleycomms



## The Graduate

The Graduate provides an expert and dedicated graduate recruitment service to clients and candidates. We have networks and consultants running across the UK with the main focus of our work based around the Midlands, in particular Northamptonshire, Buckinghamshire and Leicestershire.



[www.thegraduaterecruitment.co.uk](http://www.thegraduaterecruitment.co.uk)  
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## VENUE:

'Getting your message to the right people, at the right place at the right time' is held at The Graduate Recruitment, 10a Cheyne Walk, Northampton NN1 5PT.

The cost of the workshop is just **£175+ VAT** and with only 10 places per workshop we advise early booking.

For more details on the workshop and its content you can contact Ashley Riley on [ashley.riley@live.co.uk](mailto:ashley.riley@live.co.uk)

