

Nexxus SME Toolbox

Managing Public Relations and the Media

*Presented by
Marjorie Calder, Director,
The BIG Partnership*

Continuing the SME Toolbox series, this event will enable life science enterprises to increase their grasp of PR and show how to interact with, and handle, the media.

Hosted by



11 February 2010, 12 - 2.00 pm
Biggart Baillie LLP, Dalmore House, 310 St Vincent Street, Glasgow

This event is free, however, places are limited.
To reserve your place, please complete an on-line
registration at www.nexxusscotland.com/events

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Nexus SME Toolbox

Nexus is pleased to present 'Managing Public Relations and the Media', a lunchtime SME Toolbox event which will cover elements of best practice in public relations and media handling. The event will be presented by Marjorie Calder, Director of the BIG Partnership, a highly experienced PR professional with 25 years experience in providing media training for public and private sector clients.

Programme

Registration and buffet lunch 12.00 - 12.30pm

Managing Public Relations and the Media - Marjorie Calder, the BIG Partnership 12.30 - 1.30pm

Why the media can be important to your business plan

- Raising name awareness
- Attracting interest from potential investors and partners
- Recruiting the best people
- Sales and marketing

How the media works and how to attract their attention (in a positive fashion)

- Speed and 24/7 nature of today's media
- Print, online and broadcast
- Trade and academic journals
- Daily newspapers and periodicals

Ways of maximising the chances of achieving relevant, positive coverage

- Understanding different media priorities
- Multimedia resourcing
- Working to appropriate timescales
- Delivering the right information, tone and language

Questions and Answers/Networking 1.30 - 2.00pm

Marjorie Calder - Biography

Marjorie Calder has worked in the communications industry for twenty five years and amassed considerable experience as both client and journalist before joining the BIG Partnership, Scotland's leading PR communications company, as an Account Director in 2003.

From a business background, Marjorie was formerly Group Marketing Manager for Scotland's largest, independent investment house, Murray Johnstone. During this time, she gained an MBA from Strathclyde University before opting to pursue freelance journalism. She gained considerable experience over the next decade working as a feature writer specialising in recruitment, business and property for a wide range of titles. She is a non-executive director of environmental charity, Central Scotland Forest Trust.



Nexus is currently funded by the European Regional Development Fund and a number of Scottish organisations - see website for full details

