



St Albans Business Festival 2019

How to do YOUR OWN PR

Tuesday 4th June at St Michael's Manor Hotel 9.30am – 11.30am

Frances Pardell is a PR specialist with over 30 years' experience in the profession. Initially she worked in the movie industry and moved on to television, spending 12 years at the BBC in a senior publicity role. In 2006 she moved out of London and in 2007 became Head of Communications at Warner Leisure Hotels. Three years later in 2010 she set up Pardell PR Ltd as a boutique PR agency and since then has worked with numerous business clients. In the 2 hour workshop session Frances will cover various aspects of PR and she may also give you a few name dropping anecdotes about some of the many famous people she's worked with....

- An overview of PR
- How to write a press release
- Getting your name and story in the media
- Various ways to promote yourself and your business
- Networking, business meetings and public speaking- how to learn a few techniques that can give you the confidence you need
- Crisis management
- Events
- Social media – yes or no?

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