

Press Release Content

Become your own PR!

Session 1: Introduction & Concept Of Press Release Content

Introduction

1. A brief on assignments and training schedule.
2. Introduction to content industry and concept of content.

Concept of Press Release & Its scope

1. Concept of press release.
2. Role of a PR personnel in corporates.
3. What is plagiarism and spinning? How to trace it?
4. Expectations from PR.
5. Assignment

Session 2: Developing Press Release

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. Format of Press Release.
3. How to develop the body of a press release?
4. Key elements to be kept in mind while developing a press release.
5. Creating PRs for different industries and platforms.
6. Kinds of PR platforms (online).
7. Assignment

Session 3: Editing & Important Tools

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. How to edit and create a final draft.
3. Benefits of creating a press release.
4. Tools for creating imagery content.
5. Tools to get copyright free images.
6. Tools to keep a check on unethical practices like plagiarism, spinning etc.
7. Softwares for creating video and audio content.

Note: Use of tools and softwares will not be covered in the session.

So, let's learn together!

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