

public and bespoke courses



video and web skills

internal communications

video editing and photography

journalism

2009
spring/autumn

corporate communications advertising and PR

media law

communication skills

creative and design



AUTHORISED
Training Centre



Authorised
Training Centre



■ 150+ Workshops ■ 100+ Tutors ■ 30 years' experience ■ Central London training rooms

Sectors that benefit from PMA training include:

- Advertising
- Banking and finance
- Broadcasting
- Commercial business
- Creative design agencies
- Customer publishing
- Government & public sector
- Internal communications
- Law
- Magazine publishing
- Newspapers
- Public relations
- Online publishing
- Voluntary sector

People who benefit from PMA training include:

- Architects
- Bloggers
- Broadcasters
- Business executives
- Corporate communicators
- Copywriters
- Designers
- Editors
- Government departments
- Graphic designers
- Internal communications staff
- Internal PR staff
- Journalists
- Journal publishers
- Legal/financial professionals
- Local authorities
- Magazine executives
- Management
- Marketing executives
- Media sales staff
- Multimedia producers
- Online journalists
- PR agency staff
- Production teams
- Publishers
- Scientists
- Webmasters
- Web and print designers



Contents

SPRING/AUTUMN 2009

7 JOURNALISM

Writing and interviewing

- Introduction to journalism 8
- Essential writing skills..... 9
- Feature writing..... 9
- News-writing.....10
- Grammar skills.....10
- Interviewing skills11
- Journalistic style11
- Writing for house journals & newsletters.....12
- Sharpening your writing style.....12
- Improve your news-writing.....13
- Writing better features13
- Writing news online14
- Shoot and edit for journalists.....14
- Advanced news-writing.....15
- Advanced feature writing15
- Investigative reporting.....16
- Understanding finance and the City.....16
- Reporting on business issues17
- Generating and writing leaders and editorials ..17
- Fast, effective reading.....18

- Booking a bespoke course.....3
- Why you should use PMA 4
- A Gold Standard for your staff6
- Our nine-week journalism course.....7
- The PMA tutors.....58
- A-Z Workshop index62
- Booking form and information64

Sub-editing, proof-reading and editing

- Proof-reading18
- Learning to sub-edit19
- Sub-editing features or your own work.....19
- Better sub-editing.....20
- Advanced sub-editing.....20
- Managing the subs' desk.....21
- Editing customer magazines21
- Editing house journals and newsletters22
- Improving house journals and newsletters.....22
- Improving your publication23
- News-editing and running a news diary23
- Improve your commissioning.....24
- Writing better headlines.....24
- The deputy editor25
- The editor25

26 LAW

- Media law26
- Law for PR professionals.....27
- Media law update27
- Law for editors and publishers.....28
- Online media law28



29 CREATIVE AND DESIGN

- Learning layout and design using DTP29
- InDesign essentials30
- Photoshop essentials.....30
- Illustrator essentials.....31
- Acrobat essentials – PDFs made easy.....31
- Quark XPress essentials.....32
- Advanced Quark XPress32
- Changing to InDesign from Quark XPress33
- Improving your InDesign skills.....33
- Advanced InDesign34
- Advanced Photoshop34
- Advanced Illustrator35
- Improving your layouts.....35
- Advanced design.....36
- Redesigning your publication36
- Understanding production.....37
- Understanding paper and print.....37

38 VIDEO AND WEB SKILLS

Web analytics.....	38
Introduction to web broadcasting (stage 1).....	38
Presenting for Podcasts & web (stage 2).....	39
Producing audio and video Podcasts (stage 3).....	39
Writing for the web.....	40
Editing on the web.....	40
Effective blogging.....	41
Planning and redesigning a website.....	41
Running a website.....	42
Winning with the search engines.....	42

43 VIDEO EDITING AND PHOTOGRAPHY

Apple Certification Exams in Pro Apps.....	43
Introduction to Final Cut Pro 6 (FCP 101).....	44
Professional editing in Final Cut Pro (FCP 200).....	44
Introduction to DVD Studio Pro 4 (DVDSP101).....	45
Digital photography.....	45

46 PR, ADVERTISING AND CORPORATE COMMS

PR writing skills.....	46
Cutting your print bill.....	46
Targeting and writing news releases.....	47
Planning and writing case studies.....	47
Practical PR essentials (PR part 1).....	48
Progressing your PR skills (PR part 2).....	48

Sharpen your PR writing skills.....	49
Advanced PR writing skills.....	49
Crisis management.....	50
Managing the media effectively.....	50
Copywriting (part 1) – essential skills.....	51
Copywriting (part 2) – advanced skills.....	51
Event management.....	52
Awaken your creativity.....	52

Internal communications

Internal comms (part 1): essential skills.....	53
Internal comms (part 2): advanced.....	53

54 COMMUNICATION SKILLS

Business writing skills.....	54
Report writing made easy.....	55
Presentation skills.....	55
Preparing for media interviews.....	56
Appearing on TV and radio.....	56
Speaking in public.....	57
Managing your time.....	57
Negotiating skills.....	58
Writing and delivering powerful speeches.....	58



On-demand workshops

As well as the workshops in this directory, we also offer many other courses. We can organise any of the workshops listed below, either at our training rooms or at your premises. We can even run them for just one person to meet a pressing need, or where there are confidentiality issues. These courses can be tailored precisely to meet your demands. Call Melanie Gilbert or Michaela Sangster on 01480 300 653 or email: training@pma-group.com

- 30 ways to beat your rivals
- Acrobat 8 Pro for business users
- Adobe Contribute essentials
- Advanced digital photography
- Advanced house journals and newsletters
- Advanced media sales skills
- Advanced style
- Boosting international PR
- Business strategy for editors & publishers
- Coaching your staff
- Core management skills
- Creating stunning covers and contents pages
- Dealing with conflict
- Designing and running a media strategy
- Developing high-performing teams
- Dreamweaver essentials
- Effective lobbying
- Employment law and best practice
- Essential Aperture
- Essential media sales skills (part 1)
- Filemaker Pro essentials
- Filemaker Pro database design
- Finding stories from search engines
- Handling pressure and difficult situations
- How to get more stories into the media
- Improve your leadership skills
- Improve your news and feature intros
- Introduction to direct marketing
- Introduction to marketing
- Launching or relaunching a magazine
- Macromedia Flash
- Magazine makeover: what readers never tell you
- Making the most of an online publication
- Managing equality and diversity issues
- Marketing, advertising and research for editors
- Marketing your website
- Multimedia sales skills
- Pitching for new business
- Planning and running a campaign
- Prize draws, competitions and promotions
- Psychology of colour
- The publisher
- Running a features desk
- Running successful meetings
- 'Soft' news and news for monthlies
- Science writing
- Sports writing
- Travel writing
- Understanding the EU
- Using the Freedom of Information Act
- Using email as a marketing tool
- Using Logic Pro
- Writing about products
- Writing for women's magazines



PMA endorsements and accreditations

The PMA Centre for Media Excellence is an Apple and Adobe-accredited Training Centre. It is an Edexcel Exam Centre and hosts NCTJ exams. PMA is also a recommended training provider for Communicators in Business, FIPP and the AOP. The PRCA and Quark also accredit our IT courses. The PMA Postgraduate Diploma in Magazine Journalism is PTC-accredited. It is BAC-accredited for overseas delegates.



**Authorised
Training Centre**



**AUTHORISED
Training Centre**



A one-day lecture? Not with us!

At PMA we want to make sure you get full value.

That means staying in touch. We contact you before a workshop to gather as much information about your learning needs as possible. This helps tutors to structure a course around your job. We use examples of work you typically have to tackle — so next time you come across a similar task, you'll know what you need to do.

That's not all.

We don't abandon you when the training's over.

We like to keep in touch. You'll have a tutor's phone number and email address, should you need follow-up advice. It's all part of the service. At PMA, we want customers to come back. In fact, most of our work comes from word-of-mouth and personal recommendation.

Who trains with PMA? Most UK magazine publishers. Many government departments and local councils. The EU, UN, Unicef and the Red Cross. They all trust us to deliver top-quality communication skills. After 30 years, that speaks volumes.

We'll come to train you, anywhere in the world – and it's a lot cheaper than you think

About half our business is running in-house workshops where we create and deliver bespoke courses. We can tailor any workshop in this brochure and a lot more besides, to meet your needs or even those of an individual member of staff.

These workshops can be pitched at all levels, from junior staff to chief executives. We've done this for directors of public companies and even editors of national newspapers.

We can offer our services anywhere in the world. We've delivered training all across the British Isles, and travelled to the US, Russia, Australia, Kenya, India and Singapore. Even if training is needed at very short notice, we can probably help. (We've created and set up a workshop for the following day.)

The benefits of in-house training are more than just ensuring that a workshop focuses totally on the specific issues that you need to address.



For a start, you save time and money by having our trainers come to you – and you'll be surprised how economical a course can be for a small number of people. Our charges are inclusive. That means you won't pay a separate charge for preparation or post-course

help – so your training budget can stretch further. We'll even give you a discount on our public courses. Many companies find it advantageous to mix and match their training between in-house and our public courses to gain the maximum benefit.

Why you should train with PMA Media Training

Companies from A-Z use PMA's training skills. They cover every aspect of the media, from Grazia to Rubber and Plastics News and from Lewis PR to the Department for International Development. We've helped publicly listed companies, websites and intranets, PR firms, professional communication teams, TV and radio companies, government departments, charities, newspapers, in-house magazines, scientific journals and even those publications that are not written in English. Our work is not just with the media but with any organisation needing help to improve the quality of its writing and communications.

Working (not retired) tutors who understand your business

If you work for the government, in advertising or a specialist field such as science or corporate finance, we can probably supply a tutor with specialist knowledge of your market. This enables us to design workshops that deliver precisely targeted training, and for you to gain extra value from every course. All our tutors are expert communicators who know how to inspire as well as teach.

PMA is run by media experts

We know the media. Magazines, newspapers, PR, broadcasting, online: we've been there, done it — and we're still doing it. This company is different from almost every other in communication skills training, because its directors and trainers still work at a high level in their specialist fields. This means you get expert advice from professionals who really know what they're talking about. No other company can come close to consistently matching the expertise we offer.

"Now that our training classes for Thomson Financial journalists have come to an end as we approach the new era with Reuters, a note to say thanks for the high quality of tuition that our people have enjoyed.

"I have received a high level of very positive feedback from everyone who attended the markets and libel courses, and the later advanced journalism and knowledge skills classes. Virtually all our staff now have skills sets that should serve them well when the new group is launched next week. It's been a pleasure working with you, at great value for time and money, so thanks again!"

John Coppock, Training Editor, Thomson Financial News

Bespoke workshops to meet your precise needs

Do you want a workshop designed to fit your needs? That's one of our specialities. About half of our work is designing and running bespoke workshops for our clients. Get the best value from your training budget by mixing in-house training with public courses from the following pages. Email or call vicky.chandler@pma-group.com, +44 (0)1480 300653.

Easy-to-reach location in central London

Our training rooms are easy to reach, whether you're travelling from Brixton, Bath or Belgium. PMA's Centre for Media Excellence in London is just two minutes' walk from Mornington Crescent tube station, just off Camden High Street, and close to St Pancras International, Euston and King's Cross mainline stations. The centre has masses of Macs and PCs, all the latest software plus multimedia equipment. All rooms are for hire. Email roomhire@pma-group.com

PMA's other services

We can help you with everything from judging awards to coaching and recruitment

PMA room hire in London and Cambridge

Our London Centre for Media Excellence is ideally located for national or international meetings, whether they're for a couple of hours or a few days. Contact melanie.gilbert@pma-group.com, +44 (0)20 7278 0606. For room hire in St Ives, Cambridgeshire, contact michaela.sangster@pma-group.com, +44 (0)1480 300653.

PMA will travel worldwide

We are happy to run any of our workshops at your premises, wherever they are. This often proves far more economical than sending several members of staff to London. PMA tutors will travel anywhere in the UK and abroad. We have run in-house workshops in many countries and our chairman, Keith Elliott, is planning to organise a programme of training for journalists in rural Bangladesh this year.

PMA executive coaching

Anyone who has to speak at a public event or conference, face the media or appear on television and radio probably needs some specific training. These skills are taught by tutors with huge experience in coaching senior executives on presentation and delivery. They know how to give you the confidence to face an audience and handle the media. Contact Riva Elliott on +44 (0)1480 300653.



PMA discounts for charities

We automatically give a discount to registered charities on any of the workshops that are listed in this directory or for in-house courses. Contact Melanie Gilbert at melanie.gilbert@pma-group.com, +44 (0)1480 300653.

PMA – have we got eNews for you

Our weekly e-newsletter gives details of special offers as well as keeping you up-to-date on our new initiatives. Sign up at www.pma-group.com, or by sending an email to melanie.gilbert@pma-group.com

PMA judge and jury

We are happy to offer our skills to judge your awards. Many of our tutors act as judges for in-house, national and international awards. Using our talents means the judging can be seen as objective, removing accusations of bias often levelled at in-house staff who assess such awards! Contact Vicky Chandler at +44 (0)1480 300653, email vicky.chandler@pma-group.com.

PMA consultancy

Looking to relaunch? Want confidential advice? Need an objective view on how to handle a tricky problem? We can help. Our tutors can help you through a situation that may seem insurmountable. We've interviewed senior staff, advised on how to choose an external designer, supplied freelance sub-editors at short notice, provided an emergency editor and run away-days to inspire a lacklustre team. Call Keith Elliott at +44 (0)1480 300653, email keith.elliott@pma-group.com

PMA recruitment

Finding a new staff member is time-consuming and can prove very costly if you don't get it right. We can help. Our twice-yearly postgraduate course in magazine journalism (page 7) turns out enthusiastic people with all the core skills. If you want someone who'll hit the ground running and be immediately useful, contact Keith Elliott at 01480 300653, email keith.elliott@pma-group.com

PMA Gold Standard

The formal qualification that will benefit all your staff

The PMA Gold Standard plays a core part in continuous professional development. This vocational qualification helps the appraisal process and proves an invaluable tool for HR staff to monitor career development. Ultimately, it also improves staff retention. It is relevant to publishing, PR, government, internal communications, charities and the professions. It covers seven areas:

- Consumer journalism
- Business journalism
- Internal communications
- Online publishing
- Newspaper journalism
- Public sector communications
- Public relations

How does it work?

We create a customised portfolio for your staff, detailing areas where they must prove they can achieve competent work on a consistent basis. The emphasis is on producing quality work as part of a normal working day. This is a practical, vocational qualification with externally-assessed exams in areas such as grammar and media law.

How is the work assessed?

The candidate compiles a working portfolio covering key sections. At one-to-one coaching days, candidates can get sections "signed off", or learn where they still have to create further work of an acceptable

standard. You can sit exams at these sessions for competencies like media law that cannot easily be shown from compiled material. Each candidate is assigned a PMA coach. We encourage companies to appoint a mentor to help candidates in their everyday work.

What external training will my staff need?

This depends entirely on how much support and guidance the candidate's workplace provides. In specialist areas such as media law, there may need to be some external training. But it is not compulsory, and you can complete the programme without the need for any external training. We offer a 20% discount package on all PMA courses listed in this directory to every Gold Standard candidates.

What does it cost?

We estimate the cost of achieving this qualification – taken at your own pace with an average of two coaching sessions, two workshops plus exams should be around £1,000. This figure includes a substantial workbook. Coaching sessions typically last up to two hours.

How good is it?

'Everyone in the company should go through this.' – consumer magazine
 'Inspirational. Quite literally changed my life.' – government newsletter
 'Amazing to see how much my writing improved.' – business magazine

For further information, contact Riva Elliott on
 020 7278 0606. email: training@pma-group.com

Become a journalist in just nine weeks

PMA's Postgraduate Diploma in Magazine Journalism is the fastest way to acquire all the core skills needed by today's journalist – but it's only for the hard-working and determined

"Overall, it was a stressful, terrifying, brilliant experience."

– Emma Rink, Winter 2008 course

"The most rewarding experience I've ever had."

– Chloe Barrow, Summer 2008 course

"Tiring but awesome! I learnt so, so much more than I ever could have imagined, and it made me realise how much I love journalism." – Alice Burnfield, Winter 2008 course

"An absolutely brilliant experience."

– Sarah Townsend, Summer 2008 course



Postgrad students take a first look at 'AttractLondon' the magazine published as part of their course. Each group produces its own unique title.

Year after year, people walk straight out of our PTC-accredited Postgraduate Diploma in Magazine Journalism and into good jobs — some even before the course has ended. We expect most of our graduates to be in work within two months of the course ending.

For those who really want to be a journalist, the PMA course is the one to do. It is a truly vocational experience — and employers love it. The course is also an excellent route for anyone thinking of changing their career. We attract people from a wide variety of backgrounds, including teachers, scientists, accountants and PRs looking to adapt their existing skills to a new, and more fulfilling career.

The secret of our success? Expert tutors who know how to get the best out of people, plus our excellent contacts throughout the industry. Many of those we've taught over the years are now in very senior positions.

Can we really teach someone to become a journalist in only nine weeks? Of course we can. We've now been doing it for 21 years. People like Mark Kleinman, City editor of the Sunday Telegraph, Sara Cremer, editorial director of Redwood, and Ed Halliwell, former deputy editor of FHM, are proof that if you've got the drive and determination, you can make it happen – fast.

For the full story, visit our dedicated site:

www.becomeajournalist.co.uk

JOURNALISM



A wide range of journalism and publishing workshops

PMA trains most of the UK's print and online magazine journalists. We also specialise in workshops for senior staff, and help many companies develop people for management roles.

Many of the courses listed in the following pages are equally relevant for those working in PR agencies, internal communications teams and government to develop and strengthen their media skills.

PMA's hands-on approach makes training immediately relevant. We don't lecture. We specialise in small groups – most courses are limited to six delegates – to ensure we address your needs and that you get maximum individual attention.

An increasing proportion of our work involves helping non-journalists who have to write, design, edit or proof-read as part of their job. We can help all sectors and at all levels — from secretaries to managers — to improve communications, both online and in print.

Workshops take place at our training rooms in central London. All courses are tailored to your needs. They can also be run as bespoke courses at your choice of venue. For bookings and enquiries, call 01480 300 653, to discuss your requirements with Melanie Gilbert or Vicky Chandler.



Introduction to journalism

3 DAYS April 6-8; July 1-3; Oct 5-7; Dec 14-16

Aimed at: All those working in the media, from online and print magazines and newspapers to PR and house journals, as well as those who have to deal with journalists. This is the ideal workshop for a grounding in the core skills.

Workshop contents: A heavy practical emphasis means that by the end of this workshop, a newcomer will understand how a journalist works, and immediately be able to make a worthwhile contribution. Includes:

- News-writing — what news is, how to find it and write it
- Feature writing — planning, structuring and writing
- Proof-reading — how to spot the mistakes
- Interviewing — getting the key points and good quotes
- Sub-editing — editing copy and writing headlines
- The myths of school English
- House style
- Getting the best from spelling and grammar checkers

Not for: Those experienced in journalism or PR

Fee: £780+VAT

THEY SAY: 'The course was really good, relevant and boosted my confidence.'

Essential writing skills

2 DAYS May 19-20; Aug 6-7; Nov 10-11
2010: Jan 28-29

Aimed at: Those with little or no experience of writing for a specific market, from sales staff to junior PR executives, and those just starting to take on editorial responsibilities.

Workshop contents: This workshop is tailored to your daily work. The course delivers lots of practical writing sessions. Includes:

- How understanding your readers and your market affects the content and style of your writing
- Guidelines on writing clearly and succinctly
- Structuring your writing to include the key facts
- Jargon — help or hindrance?
- Writing captions, competition blurbs and special offers
- Emails that get read
- Why you need to write to a house style
- Getting the words and the grammar right

Not for: Those already writing well as a standard part of their job

Fee: £680+VAT

THEY SAY: 'The training was worth its weight in gold. Thank you.'

Feature writing

2 DAYS Mar 17-18 + April 27; July 16-17 + Aug 21; Sept 28-29 + Oct 30;
+1 DAY Nov 16-17 + Dec 22
2010: Jan 20-21 + Feb 22

Aimed at: Newcomers to all aspects of feature writing, whether technical, consumer, in-house or online, and those with only a basic knowledge. Ideal for those working in PR.

Workshop contents: This is a split workshop so delegates can prepare and write a feature, on which the tutor will give detailed assessment on the final day. Includes:

- Getting an idea and developing it
- Researching and interviewing
- Targeting it at your readers
- Writing different styles of intros and conclusions
- Structuring a feature to keep readers interested
- Selecting your material: what to use and what to omit
- Generating and using good quotes
- Conveying technical information in an interesting way
- Using language for effect

Not for: Experienced feature writers

Fee: £680+VAT + £150+VAT

THEY SAY: 'I was taken on a very educational and entertaining journey. I'll definitely recommend this course to others.'

News-writing

2 DAYS March 24-25; April 24-25; July 7-8; Aug 10-11;
Sept 23-24; Oct 8-9; Nov 19-20; Dec 14-15
2010: Jan 14-15

Aimed at: Newcomers to news reporting and those with only a basic knowledge. Invaluable for those in public relations and others who want to improve their writing skills, whether print or online.

Workshop contents: What news is, identifying stories and writing them for different readerships. The workshop involves plenty of practical work with individual attention and assessment. Includes:

- Finding news, especially off-diary stories
- Researching and planning
- Story structure, with particular emphasis on intros
- The pyramid, and other techniques
- Interviewing for a news story
- Giving life to dull press releases
- Writing news stories from reports and exhibitions
- The differences in online and print news

Not for: Experienced news reporters or feature writers

Fee: £680+VAT

THEY SAY: 'A very useful course. It was informative, well-presented and very enjoyable.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022 Email: training@pma-group.com www.pma-group.com

Grammar skills

1 DAY March 12; May 26; July 20; Sept 16; Nov 6
2010: Jan 8

Aimed at: Everyone who never learnt grammar at school or has forgotten what they learnt.

Workshop contents: The core principles on punctuation, spelling and grammar. Sorting out some of the universal problems including words that get misused and confused, such as 'that' or 'which'.

- The myths of school English
- The rules – and when you can break them
- Common grammarspeak – and what it means for you
- Punctuation – how and when to use it
- Sorting out tenses
- Using adjectives and adverbs
- The dangers of clichés and puns
- Starting sentences with 'and' or 'but'
- The dangers of relying on spelling and grammar checkers

Not for: Those who are confident that their grammar is perfect

Fee: £380+VAT

THEY SAY: 'Really well run, great atmosphere, good size group and a brilliant tutor.'

Interviewing skills

1 DAY Apr 22; June 18; Aug 17; Oct 21; Dec 10

Aimed at: All who carry out interviews, whether face-to-face or on the telephone, and take notes at the same time. Suitable for anyone in journalism or PR, government or internal communications.

Workshop contents: Confidence-building sessions with individual coaching. The course includes:

- Research and interview preparation
- Establishing credibility and building rapport
- How to structure your questions
- Techniques for face-to-face, online and telephone interviewing
- Note-taking — managing without shorthand
- Handling difficult or reluctant people — and getting them on your side
- The role of body language
- On or off the record?
- Videoed practice interviews with feedback and analysis

Not for: Those with more than two years' interviewing experience

Fee: £380+VAT

THEY SAY: 'Made me realise that I've been having conversations, rather than interviewing. Revealing and inspiring.'

Journalistic style

1 DAY Mar 2; June 12; Sept 2; Dec 17

Aimed at: Everyone who wants to improve his or her writing style and learn to use language more effectively.

Workshop contents: How to make style transparent and allow the content to shine through. Includes:

- Using the correct words in the right context
- How to make your writing more punchy
- Words that often get confused or misused
- Grammar and punctuation
- Making your writing flow
- A fresh look at the way you use words
- Making technical writing interesting
- Syntax and spelling
- Detailed look at sharpening your own writing

Not for: Experienced writers (see 'Sharpening your Writing Style' workshop, page 12)

Fee: £380+VAT

THEY SAY: 'Lively, thought-provoking and fun exercises in raising my awareness and appreciation of style and content. Inspiring.'

Writing for house journals and newsletters – print and online

2 DAYS April 23-24; July 23-24; Oct 19-20
2010: Jan 12-13

Aimed at: Those just starting on internal publications, and those with little or no formal training in writing skills.

Workshop contents: Concentrates on the writing aspect of house journals and newsletters, whether print or online.

- How to find more interesting news stories
- Dealing with news in a monthly or quarterly publication
- Making management-driven features interesting
- Getting the best from correspondents
- Using a diary to generate news and features
- Interviewing and getting good quotes
- Handling the problems of copy approval
- Ensuring coverage for all offices and departments
- Editing your own work
- Getting the best from design agencies

Not for: Experienced in-house journalists (see Improving House Journals and Newsletters, page 22.)

Fee: £680+VAT

THEY SAY: 'Very productive two days. The ability to focus on my own material made it extremely useful.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Sharpening your writing style

1 DAY March 30; May 21; July 9; Sept 25; Nov 23
2010: Jan 27

Aimed at: Experienced writers in all areas, from online to brochure and report writers, from PR to feature journalists, who want to improve the way they use language

Workshop contents: This is the more advanced version of our Journalistic Style workshop (page 11). It takes a refreshing look at how you write and the words you use, giving confidence to handle more challenging techniques. Includes:

- How to use language more effectively
- Structuring to grab and hold readers' attention
- Contrasting sentences, power words, ace adjectives
- The rules and when to break them
- Developing your style for different readerships
- Contrasting online and print writing styles
- A critical look at your use of English
- Individual assessment of your writing

Not for: Beginners

Fee: £380+VAT

THEY SAY: 'Fantastic! It made me think so much more about how I write and the words I choose.'

Email: training@pma-group.com www.pma-group.com

Improve your news-writing

2 DAYS March 16-17; May 27-28; July 29-30; Sept 8-9; Nov 4-5
2010: Jan 27-28

Aimed at: Those who want to improve their news reporting and writing skills. You should have been writing news stories regularly for at least six months, whether online or in print.

Workshop contents: How to generate more and better stories, especially off-diary. Includes:

- The secrets of finding more off-diary stories
- Getting more from press releases
- Generating stories when you're stuck in the office
- Finding more from conferences and exhibitions
- Sharpening your intros
- New approaches for writing online
- Using your diary for maximum effect
- How to make technical copy more readable
- Writing 'soft' news
- Copy clinic to look at your writing

Not for: Beginners to news-writing

Fee: £680+VAT

THEY SAY: 'Very good. I have picked up many pointers that will be very helpful and improve my news-writing skills.'

Writing better features

2 DAYS Mar 6 + Apr 20; Apr 14 + May 29; Aug 13 + Sept 18;
(SPLIT) Oct 13 + Nov 9; Dec 11 + Jan 20, 2010

Aimed at: Those who have some feature-writing experience, whether in journalism or PR, and want to improve the quality and content of their copy.

Workshop contents: Delegates write a feature and have it assessed on the second day. It covers all areas of feature writing, from covering highly technical subjects in a more interesting way to profiles and news features. Includes:

- Finding a fresh angle on regular subjects
- Evaluating detailed research material
- How much can you trust the internet?
- Getting it right for the readers
- Fresh approaches on intros
- Improving the structure and pace of articles, especially on technical subjects
- Generating stronger quotes
- Thinking visually: illustrations and boxouts

Not for: Total beginners

Fee: £680+VAT

THEY SAY: 'Great to get a critique of my work. I really enjoyed the small group size.'

Writing news online

1 DAY March 4; June 23; Aug 26; Oct 23; Dec 9

Aimed at: News reporters who work in print and online, or solely online.

Workshop contents: Why a different approach is required to write for the web, email, SMS and other mobile technologies. Includes:

- Understanding the online audience and its demands
- How you need to change your writing style
- Generating daily news
- The power of the headline and intro
- Balancing online and print content
- Maintaining quality of writing from online to print
- Learning more about your audience
- Working to satisfy a 24/7 world
- Managing reader interaction and instant feedback
- The legal side of online writing

Not for: Those who write just for print-based publications

Fee: £405+VAT

THEY SAY: 'Superb value for a one-day course with loads of valuable tips I could go back and use the next day.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Shoot and edit for online journalists

2 DAYS April 8-9; July 2-3; Oct 19-20
2010: Jan 25-26

Aimed at: A course for journalists who need to learn video skills to produce content for the web or other media. Also for video journalists, documentary makers, PRs, corporate video and multimedia producers.

Workshop contents: Shooting broadcast-standard HD/SD video and audio. Capture and edit in Final Cut Studio. Includes:

- Filming on location with professional HDV cameras
- Recording audio with radio and shotgun microphones
- Capturing video to Final Cut Pro
- Interface overview
- Basic editing techniques
- Resolving sound issues in Soundtrack Pro
- Grading and finishing in Final Cut Pro
- Creating motion titles
- Outputting for Web or DVD

Not for: Total beginners who do not know how to use a video camera

Fee: £680+VAT

See our three-step programme on pages 38-39 on how to produce professional podcasts and videocasts

No presenting experience? See 'Presenting for Podcasts and Video Broadcasts', page 39.

Advanced news-writing

1 DAY May 5; July 27; Sept 14; Nov 4
2010: Jan 22

Aimed at: Experienced news reporters.

Workshop contents: A look at the quality and quantity of your news-writing, plus fresh ideas on sources for stories. Includes:

- Finding stories when there seems nothing to write about
- Getting more from seminars, exhibitions, press conferences, the web, visits and foreign trips
- Getting the tough stories and working round problems
- Practical news gathering exercises with in-depth debrief in copy clinic format
- Writing quickly and accurately
- The lighter touch
- The legal side
- Coaching junior reporters

Not for: Those who have been writing news for under two years

Fee: £405+VAT

THEY SAY: 'Very good course. This will make me think more about what is news and how to generate copy.'

Advanced feature writing

2 DAYS May 18 + June 30; July 6 + Aug 10; Oct 22 + Nov 30
(SPLIT) 2010: Jan 28 + Mar 3

Aimed at: Those who have been writing features for at least two years.

Workshop contents: This is a split workshop so that delegates can plan a feature, reconvening on the second day with the completed article to have it assessed. The final day includes a detailed analysis of each delegate's writing style. Includes:

- A look at differing narrative forms
- The overriding importance of structure
- Analysing where features have gone wrong
- The power of language for emotion or effect
- An outline of advanced interviewing and investigation methods
- The need for stories to have a beginning, a middle and an end, with emphasis on intros
- Troubleshooting
- Coaching junior feature writers

Not for: Junior feature writers

Fee: £680+VAT

THEY SAY: 'Inspiring stuff. The tutor had such experience and knowledge, we were very lucky to learn from a true professional.'

Investigative reporting

1 DAY Mar 5; June 17; Sept 2; Dec 16

Aimed at: News and feature reporters working in competitive areas, where off-diary stories and original approaches are a vital part of the publication.

Workshop contents: New ideas on finding and researching fresh stories. Where to find leads and spotting a hidden story. Includes:

- Researching — how to open new lines of enquiry
- The dangers of relying on the internet
- Using the resources of Companies House
- Handling obstructive and difficult people
- Ethical considerations
- Using the Freedom of Information act
- Writing the story
- Handling obstructive and difficult people
- Safety issues — secrecy and security
- Your legal rights and pitfalls

Not for: Beginners

Fee: £380+VAT

THEY SAY: 'Very entertaining, informative and helpful.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Understanding and reporting finance and the City

1 DAY May 14; Aug 3; Nov 16
2010: Feb 11

Aimed at: Anyone who needs to understand how the City works and what the financial terms mean.

Workshop contents: Examines the role of the City and explains the criteria for financial reporting. Includes:

- How the City works
- What are money markets, bond markets and equity markets, and how do they work?
- Common terms explained, such as p/e ratios, earnings per share and exceptional items
- How to read the financial pages
- Looking through a company report
- FSA and legal rules for reporters
- How to price a financial asset
- Understanding a balance sheet
- Your right of access to annual meetings or creditors' meetings
- Writing stories and summaries from lists of figures

Not for: Those with a sound grasp of finance and figures

Fee: £380+VAT

THEY SAY: 'Made what could have been a very dull day surprisingly interesting, with very clear explanations and good exercises.'

Email: training@pma-group.com www.pma-group.com

Reporting on business issues

*new workshop

1 DAY July 20; Oct 2; Dec 17

Aimed at: Those who cover business stories, whether as journalists or in PR, and want to understand more about the subject, as well as how to make it interesting and how to write with authority.

Workshop contents: Understanding the basics: recession, inflation and deflation; how the City and the Stock Exchange work; the Bank of England's role and why banks are being blamed for the current economic problems.

- Market indicators
- The wider implications of business stories
- Researching the market
- Accessing the key information
- Dealing with masses of figures
- Finding the story in a balance sheet or company report
- Fresh approaches on writing up results
- Giving life to business features

Not for: The business-phobic

Fee: £380+VAT

Generating and writing leaders and editorials

1 DAY March 3; Sept 21, Dec 1

Aimed at: Editors, publishers and senior staff who are called on to write leader columns, think pieces and editorials

Workshop contents: As part of this course, delegates write varying styles of columns and editorials geared to their publications. Includes:

- How to avoid the 'what's in this issue' editorial
- Analysing your publication for suitable issues
- The differences between editorials and features
- What to write when nothing obvious springs to mind
- Writing critical pieces
- Dealing with several key points
- Achieving a balanced content
- Leading a campaign through an editorial
- Taking the lighter touch
- Getting the structure and words right

Not for: Those who always write winning leader columns

Fee: £405+VAT

THEY SAY: 'Very challenging and stimulating. I really enjoyed taking an issue and writing it from a pro and anti viewpoint.'

Fast, effective reading

1 DAY March 3; June 12, Aug 20; Nov 19

Aimed at: Sub-editors, editors and researchers who need to read and understand, or extract information from, large quantities of text in print or online.

Workshop contents: Practical techniques to improve reading speed, concentration and retention of key facts. Includes:

- The classic bad habits of reading
- Controlling regression (re-reading)
- Effective reading on-screen
- Five proven ways to improve concentration
- How to preview and skim-read effectively
- How to vary reading speeds to what's being read
- Understanding and retaining more

Not for: Those with little to read at work, or severe dyslexics

Fee: £380+VAT

NB: All workshops in this directory can also be delivered in-house, tailored to your needs. Call Vicky Chandler on 01480 300653.

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Proof-reading

1 DAY March 19; May 11, July 14; Aug 25; Oct 16; Nov 25
2010: Jan 7

Aimed at: Anyone who has to read and check copy or page proofs.

Workshop contents: How to read thoroughly and accurately, and spot the mistakes either on paper or on screen. Includes:

- Editing and proof-reading marks
- The problems of proof-reading on screen and how to solve them
- The dangers of relying on grammar or spelling checkers
- Dealing with tables and complicated pages of information
- How to read and correct page proofs
- Avoiding common pitfalls — misspelling headlines, wrong telephone number or price, misplaced headline or caption
- Cutting and making lines. Keeping a checklist
- Spelling and punctuation tips
- Passing proofs
- Practical exercises throughout

Not for: Experienced proof-readers

Fee: £380+VAT

THEY SAY: 'I found the course useful and the small group ensured that the tutor was readily available to give one-to-one help.'

Email: training@pma-group.com www.pma-group.com

Learning to sub-edit

2 DAYS May 28-29, July 21-22; Sept 14-15; Nov 12-13
2010: Jan 13-14

Aimed at: Beginners to editing the writing of others, as well as writers keen to tighten and improve their copy.

Workshop contents: The basic skills needed for sub-editing; a guide to understanding the approaches for differing types of text. Includes:

- What a sub-editor needs to look for
- Working to a consistent style
- When to correct and when to rewrite
- Tightening up language
- Grammar and punctuation
- Editing your own copy
- The problems of editing on screen
- How to write accurate, punchy headlines
- Captions and standfirsts
- Proof-reading on paper and on screen
- Cutting copy and making lines

Not for: Experienced sub-editors

Fee: £680+VAT

THEY SAY: 'I gained valuable knowledge to tighten my own writing, and it gave me more confidence when subbing others' work.'

Sub-editing features or your own work

1 DAY May 6; Aug 18; Nov 3
2010: Jan 18

Aimed at: Those who have to sub-edit their own work or others' features, especially technical or specialist ones.

Workshop contents: Help and guidance on how to sub-edit or rewrite a feature to give maximum impact. Includes:

- Identifying the angle
- Improving the structure and pace
- Intro paragraphs that attract the reader
- When and how to rewrite
- Matching a style
- Sensitive cutting to length
- Talking with and encouraging writers
- Consulting the editor
- Incorporating new material
- Good endings
- Using pullout boxes for maximum effect

Not for: People confident of their feature subbing skills

Fee: £380+VAT

THEY SAY: 'Stimulating course that gave me solid reasons for when to rewrite, and to stop me making changes for the sake of it.'

Better sub-editing

1 DAY Apr 17; June 15; Aug 5; Oct 15; Dec 17

Aimed at: Those who edit text regularly and want to improve technique, whether online or in print

Workshop contents: Practical help with correcting and rewriting copy for news and features. Includes:

- Cutting copy yet keeping the key points
- How to handle technical news and features
- Breaking up long features with pullout boxes
- Knowing when to cut copy
- Sharpening your grammar skills
- Writing sharper headlines and captions
- Working on intros and standfirsts
- Producing better pages within a tight design format
- Quick and accurate proof-reading
- Different approaches for online subbing

Not for: Beginners

Fee: £380+VAT

THEY SAY: 'Excellent all-round training. Very relevant and useful to my publication.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Advanced sub-editing

2 DAYS March 26-27; May 12-13; July 15-16;
Sept 30-31; Nov 24-25

Aimed at: Those with at least two years' subbing experience.

Workshop contents: How to deal with news stories and features quickly and accurately, plus tips on treading the fine line between rewriting and heavy subbing. Practical exercises with copy from your publication. Includes:

- Breaking up features
- The sub as a writer
- Making dull technical copy sparkle
- Dealing with difficult writers
- Revising page proofs
- Writing sharper headlines, standfirsts and captions
- Breakout boxes that work harder
- Learning the shortcuts for fast and accurate subbing
- Coaching junior subs

Not for: Junior subs. This is a very demanding workshop

Fee: £680+VAT

THEY SAY: 'Fantastic course. The new and innovative approach to covering the subject was great.'

Email: training@pma-group.com www.pma-group.com

Managing the subs' desk

1 DAY April 29; June 26, Aug 14; Oct 14; Dec 3

Aimed at: Chief subs, production editors and those being groomed for subbing management positions.

Workshop contents: The chief sub's role, including setting up systems that ensure it all runs smoothly. Includes:

- Flatplanning and management
- Controlling copy flow through the desk
- Dealing with editors, ad and art departments
- Getting the best from printers
- Revising copy and improving headlines and pages
- Setting house style
- Dealing with the problems of late copy
- Handling difficult writers and editors
- Running a team and allocating work
- Overseeing the work of more junior staff members

Not for: Inexperienced subs

Fee: £405+VAT

THEY SAY: 'Very interesting to get different perspectives on the role of the senior sub-editor within different organisations.'

Editing customer magazines

2 DAYS March 23-24; June 11-12; Sept 3-4; Dec 7-8

Aimed at: Editors and senior staff on contract-published magazines.

Workshop contents: Discover ways to create a first-rate magazine that also keeps the customer happy. Includes:

- Understanding a client's ambitions for their magazine
- How to liaise effectively with clients
- How to pitch ideas, treatments and covers to the client
- How to match your editorial ambitions to a client's view
- How to make your magazine an effective marketing tool
- The online/print balance
- How to make readers feel the magazine has value, and is a reward for customer loyalty
- The magazine as a vehicle for driving e-commerce
- Working within a tight editorial brief and budget

Not for: Junior staff

Fee: £680+VAT

THEY SAY: 'Invaluable to have the wisdom of a very experienced customer magazines editor giving me guidance.'

Editing house journals and newsletters – print or online

2 DAYS April 1-2; June 4-5; July 28-29; Sept 16-17; Nov 5-6
2010: Jan 19-20

Aimed at: Those just starting on internal publications, intranets or newsletters with little or no formal training in basic editing and design skills.

Workshop contents: This workshop looks at the editing, proof-reading and design aspects of a house journal. Includes:

- How to edit articles written by non-journalists and make them readable
- Handling a tortuous approvals process
- How to deal with dull corporate copy
- Getting it right for the readers
- The different approaches needed for online copy
- Cutting over-written text to fit a space
- Writing headlines and captions to attract readers
- Suggestions for improving the design of your publication or site

Not for: Those whose role is purely writing (see also 'Improving house journals and newsletters', right).

Fee: £680+VAT

THEY SAY: 'A well-constructed course covering a surprising amount of material. Group size was ideal.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Improving house journals and newsletters – print or online

2 DAYS April 29-30; Aug 17-18; Nov 9-10

Aimed at: Internal comms departments, press officers, PR executives, contract publishers and design companies.

Workshop contents: Improving writing, editing and design of house journals, newsletters or intranets. Benefit from an individual coaching session with the tutor. Includes:

- Getting the look and contents right for the readers
- Extra sources for news and features
- Fresh ideas on content
- Enlivening technical information
- Communicating news and views clearly
- Effective interviewing skills
- Editing copy and handling stories from senior management
- Headlines, captions and design
- Managing user-generated content
- Producing good newsletters without the use of colour
- What you should expect from designers

Not for: Beginners to working on house journals

Fee: £680+VAT

THEY SAY: 'Very high standard of training. Tutor was excellent, informed, interesting and very competent.'

Email: training@pma-group.com www.pma-group.com

Improving your publication

1 DAY April 2; July 7; Oct 28
2010: Jan 5

Aimed at: Editors, news editors and feature editors who want some fresh ideas on how to improve their publications. This is not a management skills course (see The Editor, page 25). **NOTE:** Publications can either send one person or, for maximum inspiration, two or more from the team.

Workshop contents: Identifying what readers want, and analysing your position in the market. Includes:

- How to be better than your rivals
- Planning for news, features and supplements
- Quality control of reporting, feature writing, subbing, design and illustrations
- Scheduling and production
- Improving your online presence
- Balancing money-making with running worthwhile ventures such as advertorials
- Getting the best from contributors
- An in-depth look at your publication

Not for: Those who think their publication is perfect

Fee: £405+VAT; £630+VAT for two people*

**from the same organisation*

THEY SAY: 'Thank you! I now feel much more confident about producing a magazine that can stand above its competitors.'

News-editing and running a news diary

1 DAY May 1; July 31; Oct 1; Dec 18

Aimed at: Those who plan and oversee news pages, especially news editors or those acting in similar roles.

Workshop contents: The news editor's role on your publication, finding off-diary stories and anticipating news. Includes:

- Planning an issue
- Identifying weak areas in coverage and correcting them
- Controlling the diary and choosing the right reporter
- Deciding which stories to cover from a large diary
- Commissioning and giving a detailed brief
- Turning a story round for your publication and website
- The news editor's role in editing copy and running a team
- Keeping ahead of rivals
- Dealing with the pressures of online and print editions

Not for: Junior reporters

Fee: £405+VAT

THEY SAY: 'Really good. The tutor raised some interesting points and opened up ways to move my news team forward.'

Improve your commissioning

1 DAY April 16; July 10; Sept 22; Nov 18;
2010: Jan 21

Aimed at: Those who have to commission news, features and pictures.

Workshop contents: This workshop looks at formulating ideas, planning further ahead, balancing contents and keeping records. Includes:

- Choosing writers and photographers
- Dealing with writers who are not journalists
- Writing a brief to include deadlines and fees
- Negotiating fees and recording agreements
- Deadlines – leaving yourself leeway
- Rewriting copy
- Getting the best from your freelancers
- Contingency plans
- Changes in copyright law

Not for: Total beginners to journalism

Fee: £405+VAT

THEY SAY: 'Very impressed by the tutor's preparation. I felt the course was tailored to my specific needs.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Writing better headlines, cover lines, standfirsts and captions

1 DAY April 21; June 19; Aug 20; Oct 27; Dec 18

Aimed at: Those who want to improve all aspects of headline writing, especially online. Also relevant for those in public relations and marketing

Workshop contents: A look at the quality of your headlines and whether they are achieving their primary purpose, and how to write them better. Also includes:

- The rules, and when to break them
- Making headlines fit
- News and feature heads: the differing approaches
- Using 'power' words
- Key lessons for online headlines
- Dealing with tight character counts
- The delight and the danger of puns
- Saying more than the obvious in captions
- Writing better cover and contents page lines

Not for: Total beginners to journalism

Fee: £405+VAT

THEY SAY: 'Very good. Small group meant lots of attention for each delegate.'

Email: training@pma-group.com www.pma-group.com

The deputy editor

1 DAY July 6; Sept 25; Nov 26

Aimed at: New deputy editors, and those who are being groomed for editorship.

Workshop contents: The distinction between the editor's and deputy editor's roles; and how to make sure you don't end up with all the bits the editor doesn't want to do!
Includes:

- Standing in for the editor
- Leading a team and earning respect
- Managing both other people and yourself
- Time management
- Delegation, motivation and recruitment
- Keeping your authority within the team
- Handling problems
- Decision-making
- Editorial skills: cover-lines, writing, flat-planning
- The limits of your authority

Not for: Those used to substituting for the editor, or those who are confident about their management skills

Fee: £420+VAT

THEY SAY: 'The tutor was great and had plenty of great new ideas that should really help to improve my skills.'

The editor

2 DAYS May 19-20; July 30-31; Oct 1-2
2010: Jan 26-27

Aimed at: Deputy editors and editors, especially those recently promoted, also those being groomed for a senior role.

Workshop contents: Your role as a manager and editor. You will also benefit from a personal tutorial on your magazine.
Includes:

- How the editor's role has changed
- Managing your time better
- Getting more from your staff
- Dealing with problems
- Recruiting the right people
- Dealing with other departments
- Managing online teams
- Handling change
- Learning to delegate better
- Getting more from appraisals
- Your legal responsibilities
- Getting the most out of a limited budget
- Understanding budgeting, profit and loss

Not for: Those editors who believe they know it all

Fee: £750+VAT

THEY SAY: 'Very informative! The criticism was very constructive, and the tutor then provided solutions to my problems.'

LAW



Media, PR and employment law training

Why?

— For the cost of the course fee, you could save £'000s in time and money lost in court.

Are you up to speed with your legal requirements?

— Whether you're learning the pitfalls or just need a refresher, our tutors will keep you up-to-date with current practice

Quality training

— High-quality training for individuals, small groups or seminar style
 — Hands-on workshops run at your offices or at our London training centre

Your training partner

— We work with you to measure training needs
 — We provide comprehensive follow-up and support
 — Our friendly, experienced support team handles everything

HOW TO BOOK

www.pma-group.com

Tel: 01480 300653

Email: training@pma-group.com



Media law

1 DAY March 12; May 15; July 9; Sept 18; Nov 11
 2010: Jan 22

Aimed at: If you publish anything from a story in a magazine or newspaper to a leaflet, you (personally) and your organisation can be held responsible under a complex and confusing legal system. Cut the risk by understanding how the law affects you. If you work in the media and have never attended a law course, then you should do so!

Workshop contents: The course assesses the best way for journalists and editors to avoid legal threats in their day-to-day work. It also takes a detailed look at the various laws that may affect you, including:

- Libel
- Privacy and other human rights issues
- Breach of confidence and the public interest defence
- Copyright, moral rights and how they affect the relationship between publications and contributors
- Freedom of Information Act
- Contempt of court and other reporting restrictions
- How the law applies to mobile media and online publishing
- When you may be affected by the laws of other countries

Fee: £405+VAT

THEY SAY: 'Very good, in-depth and relevant course. Useful to have practical examples of the many problems we may encounter.'

Media law for PR professionals

1 DAY May 6; Aug 24; Oct 26; Dec 2

Aimed at: Media law affects PR in two ways. You may create legal problems in the material you publish: press releases, client magazines and so on. You can also advise clients better if you understand legal restrictions on the media you work with.

Workshop contents: The course will give you more confidence in generating lively PR material for your clients without stumbling into legal problems. It will also help you understand how the law affects your relationship with the media. Includes:

- Legal risks: libel, slander and malicious falsehood
- Protecting your client's good name and brand identity
- Protecting your client from press intrusion: privacy and confidentiality
- Press regulation and what you can do when it goes wrong
- How the law applies to material supplied to newspapers, magazines and other media
- The Freedom of Information Act
- How media law applies to the web

Not for: PR practitioners experienced in the legal aspects of communication

Fee: £405+VAT

NB: All workshops in this directory can also be delivered in-house, tailored to your needs. Call Vicky Chandler on 01480 300653.

Media law update

1 DAY March 31; May 22; July 28; Sept 23; Nov 23
2010: Jan 6

Aimed at: If the last time you looked at law was when you trained as a journalist, this course will update you with the significant changes in the last few years .

Workshop contents: The course provides a refresher on areas that affect journalists and editors. It also looks at changes and the impact these may have on you. Includes:

- How the law applies to new media and online publishing
- Libel
- Privacy and other human rights issues
- Breach of confidence and the public interest defence
- The Freedom of Information Act
- Copyright, moral rights and how they affect the relationship between publications and contributors
- Contempt of court and other reporting restrictions
- When and how the laws of other countries may affect you

Not for: Those who have attended a law workshop within the past two years

Fee: £405+VAT

THEY SAY: 'A helpful refresher course that's identified big changes in the law since my last media law course.'

Law for editors and publishers

1 DAY May 11; Aug 21; Nov 9

Aimed at: Editors, publishers and deputies.

Workshop contents: The course provides a refresher on the basics but also explains the law's impact on the way you manage your people and your product. Editors and publishers can be held personally responsible under UK law for mistakes made by junior staff. It is vital that you understand the risks and how to minimise them.

Includes:

- Libel and malicious falsehood
- Contempt of court
- Breach of confidence update
- Copyright
- Online issues
- Managing the legal risks within teams
- Creating systems and policies for editorial and advertising
- When to get lawyers involved and what to do with their advice

Not for: Junior staff

Fee: £405+VAT

Online media law

1 DAY April 28; Aug 12; Oct 16; Nov 23

Aimed at: Anyone writing, editing or publishing online.

Workshop contents: The internet carries hidden legal risks. The same laws apply to web writers and editors as those working in print, but sometimes the way they are interpreted and applied is different. This course will help you understand the basics to keep you out of trouble. It also looks at the special problems of publishing online. Includes:

- Which legal system covers web publishers?
- Why electronic media are different
- The basics of online libel
- Privacy and other human rights issues
- Breach of confidence and the public interest defence
- Copyright, moral rights and how they affect the relationship between online publications, websites, archived material and contributors
- Contempt of court and other reporting restrictions

Not for: Those who have attended a law course in the past two years

Fee: £405+VAT

NB: All workshops in this directory can also be delivered in-house, tailored to your needs. Call Vicky Chandler on 01480 300653.

CREATIVE and DESIGN PRINT and ONLINE



Improve your design, layout and production skills and get more out of Adobe and Quark tools

Stretch your creative designs. Our accredited tutors are designers first and foremost, so you learn to use layout tools professionally.

We ensure you develop and grow as a designer using Adobe and Quark. Our accredited tutors take your publication as the basis for the workshop and design the course around your needs.

There are a maximum of six people on our workshops, ensuring plenty of personal attention. They are held in central London.

If you have several people who need training, then contact us to discuss bespoke workshops, which can be held when and where it suits you.

Email: vicky.chandler@pma-group.com or call 020 7278 0606

Our tutors train in many other programs too. Just ask us for help. We can offer training in almost all software.

HOW TO BOOK

www.pma-group.com

Tel: 01480 300653

Email: training@pma-group.com



Learning layout and design using Quark or InDesign

2 DAYS April 15-16; July 29-30; Sept 23-24; Nov 4-5
2010: Jan 7-8

Aimed at: Anyone whose work involves editorial or marketing design.

Workshop contents: A practical workshop involving page make-up exercises with sessions working on delegates' own publications. Includes:

- The psychology and purpose of design
- The essential elements of any design
- Understanding typography
- Working with a template
- Using a grid effectively
- Understanding consistency and simplicity
- Keyboard and operating shortcuts
- Using colour effectively
- Using and cropping pictures
- Copy flow and proportions
- Practical layout exercises
- Production issues

Not for: Those already producing great layouts on a daily basis

Fee: £680+VAT

THEY SAY: 'A very interesting and worthwhile course. It has given me a real insight and equipped me with skills I can use daily.'

InDesign CS3 essentials



AUTHORISED
Training Centre

2 DAYS March 18-19; April 23-24; July 20-21; Sept 14-15;
Oct 19-20; Nov 16-17; Dec 14-15
2010: Jan 15-16

Aimed at: Those with little or no knowledge of DTP or design, who want to produce pages on screen.

Workshop contents: This Adobe-accredited workshop will give you an essential grounding in InDesign CS3 skills. Includes:

- Creating and modifying text and graphics, importing text and images from other applications
- Using master pages and templates
- Colours and blends
- Placing and manipulating graphics and pictures and controlling text wrap
- Creating and managing layers
- Working with styles
- Using keyboard shortcuts
- Creating sophisticated tables
- Preparing documents for printers

Not for: Those experienced at layout and DTP

Fee: £497+VAT

THEY SAY: 'Excellent – a mass of information in two days. The tutor made it easy to understand and take in.'

We can also run this workshop to cover the new CS4. For details please contact Mel on 01480 300653 or email melanie.gilbert@pma-group.com

Photoshop CS3 essentials



AUTHORISED
Training Centre

2 DAYS March 26-27; April 14-15; July 6-7; Aug 3-4; Sept 1-2;
Oct 5-6; Nov 2-3; Dec 1-2
2010: Jan 5-6

Aimed at: Newcomers to Photoshop. Designers, photographers and anyone who needs to manipulate photos and images.

Workshop contents: This course takes a practical look at picture production and enhancement of images. Includes:

- The Photoshop screen, features and formats
- Selecting resolutions
- Resizing and cropping image area
- Adding and formatting text within an image
- Tools palette, air-brushing
- Manipulating layers
- Modifying brightness, colour, hue and saturation
- Using Photoshop with other programs

Not for: Experienced users

Fee: £497+VAT

THEY SAY: 'The exercises were great. This enabled me to understand the procedures of producing better quality images.'

We can also run this workshop to cover the new CS4. For details please contact Mel on 01480 300653 or email melanie.gilbert@pma-group.com

Illustrator CS3 essentials



2 DAYS April 14-15; July 16-17; Sept 10-11; Nov 12-13

Aimed at: Graphic designers, people just entering a design job or taking on design responsibilities, who need to use Illustrator to create illustrations, logos, advertisements, or other graphic documents.

Workshop contents: Learn the latest techniques for enhancing images and adding a professional finish to design work. Includes:

- The Illustrator screen and palettes
- Creating simple shapes, layers and colour
- Designing logos using custom paths
- Using type effects
- Charts and graphs
- The tool bar and keyboard shortcuts
- Producing ads and editorial pages that combine text and imported graphics
- How to use Illustrator with other programs

We can also run this workshop in CS4. For details, contact Mel on: 01480 300653 or email: melanie.gilbert@pma-group.com

Not for: Experienced users

Fee: £497+VAT

THEY SAY: 'I found the course really useful and interesting.'

Acrobat essentials — PDFs made easy



1 DAY March 10; April 20; July 14; Oct 5
2010: Jan 14

Aimed at: All those wanting to learn the general features of Adobe Acrobat in an office, publishing or print environment.

Workshop contents: This workshop will give you the key skills for using the Adobe Acrobat and Reader packages. Includes:

- Convert virtually any document to PDF — dynamic conversion of TIFF, JPEG, HTML, PNG, Word and RTF
- Convert HTML pages to PDF and embed media and appearance
- Setting Distiller (PDF maker) job options for conversion — general, fonts, compression, colour, advanced and PDF/X are covered
- How to manipulate and alter text, images and objects within PDFs
- Optimise your PDFs for print, distribution and the internet

Not for: Experienced Acrobat users

Fee: £297+VAT

NB: The content, date and venue of every workshop in this directory can be tailored to your needs. Call Vicky Chandler on 01480 300653

Quark XPress essentials



2 DAYS March 5-6; May 18-19; July 14-15; Sept 8-9; Nov 10-11
2010: Jan 20-21

Aimed at: Those with little or no knowledge of desktop publishing or design, who want to produce pages on screen.

Workshop contents: This workshop combines learning Quark XPress with the basic elements of design. By the end of the workshop you will be able to produce your own pages on screen. Includes:

- Tools, menus and palettes
- What makes a good design
- Setting up a template
- Using an effective grid
- Typography basics
- Style sheets and effective use of colour
- Using pictures
- Pre-press issues
- Delegates will produce their own pages on screen

Not for: Those experienced at layout or DTP

Quark courses are run in the version of the program you use.

Fee: £497+VAT

THEY SAY: 'A very useful and practical course. I now feel confident using Quark and designing newsletters. Thank you.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Advanced Quark XPress



1 DAY April 9; June 22; Aug 7; Oct 9; Dec 11

Aimed at: Those experienced in using Quark, who want to sharpen their skills and learn the advanced features in the latest version.

Workshop contents: This workshop will include an individual session with the tutor to assess each delegate's own work. Includes:

- Features — transparency, composition zones, etc.
- Typesetting and typography; the alphabet rule
- Quark preferences in detail
- Leading, text and word tracking
- Document management and frame editing
- H & Js; graphics; contoured text
- Embedding rules and pictures
- Importing files, scaling & cropping, 'in-the-layout' image editing
- Colour handling and management
- Keyboard commands and shortcuts
- Creating the ultimate template

Not for: Beginners to Quark

Fee: £325+VAT

NB: The content, date and venue of every workshop in this directory can be tailored to your needs. Call Vicky Chandler on 01480 300653

Email: training@pma-group.com www.pma-group.com

Switching to InDesign from Quark XPress



1 DAY April 17; June 3; Aug 14; Oct 22; Dec 4

Aimed at: Experienced Quark XPress users who have moved, or are thinking of moving to InDesign

Workshop contents: How the programs differ. How to avoid the glitches when changing over. From design concept right through to output, delegates will gain an understanding of the features and processes involved in producing documents using InDesign rather than Quark. Includes:

- The InDesign interface — menus and palettes
- New document settings
- Working with text and graphics
- Working with fonts and styles
- Using colour swatches and gradients
- Using graphic and layout tools
- Transparency — applying, flattening and printing
- Tables
- Using keyboard shortcuts

Not for: Those with no DTP experience

Fee: £385+VAT

THEY SAY: 'I had tried to do it myself but there are so many things I couldn't work out. This course made it all clear and so easy.'

Improving your InDesign CS3 skills



2 DAYS May 5-6; July 27-28; Sept 15-16; Nov 25-26
2010: Jan 25-26

Aimed at: Those with some DTP knowledge and those who want to learn the new facilities in the latest version of this software.

Workshop contents: This workshop will cover everything from planning and template creation, to creating master pages that save time, and preparing for print. Includes:

- File management and better housekeeping
- Templates and master sheets
- Using the shortcuts and new features of InDesign
- Typographical controls
- Adjusting hyphenation and justification
- Using styles
- Tables and tabs
- Using colour
- Preparing work for print
- Integrating with other modules in CS3

Not for: Newcomers to DTP

Fee: £497+VAT

NB: The content, date and venue of every workshop in this directory can be tailored to your needs. Call Vicky Chandler on 01480 300653

We can also run this workshop in CS4. For details, contact Mel on: 01480 300653 or email: melanie.gilbert@pma-group.com

Advanced InDesign CS3



AUTHORISED
Training Centre

1 DAY March 11; May 15; July 22; Sept 16; Nov 18
2010: Jan 18-19

Aimed at: Designers, editorial staff or layout artists wanting to refine their InDesign skills in the latest version.

Workshop contents: This workshop builds upon your skills using additional techniques to manipulate text, pictures and pages. Includes:

- Composition and hyphenation
- Justification, track and kern types
- Dragging items between document windows and importing files
- Editing and typographical control
- Embedding rules and pictures
- Tables and tabs
- Setting up style sheets
- Using shortcuts
- Workflow issues
- Efficient integration with the CS3 or CS4 suite

This workshop can be tailored to your publication. For details, contact Mel on: 01480 300653 or email: melanie.gilbert@pma-group.com

Not for: Those inexperienced in the use of InDesign

Fee: £325 +VAT

THEY SAY: 'A most interesting and useful day – the tutor was entertaining and gave me lots of helpful advice.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Advanced Photoshop CS3



AUTHORISED
Training Centre

1 DAY March 20; May 1; July 8; Sept 3; Nov 18
2010: Jan 12

Aimed at: Designers and those working in production who want to focus their Photoshop skills.

Workshop contents: This advanced Photoshop training will help delegates create eye-catching and effective designs. Includes:

- Formats, resolutions and filters
- Using layers and montages
- Using vector paths
- Colour — spot colour, separations and repro systems
- Retouching and restoring damaged photographs and simulating painted effects
- Importing files, scaling and cropping
- Saving images for the internet
- Keyboard commands and shortcuts
- New facilities in CS3 Design edition

This workshop can be run in CS4. For details, contact Mel on: 01480 300653 or email: melanie.gilbert@pma-group.com

Not for: Inexperienced Photoshop users

Fee: £325+VAT

THEY SAY: 'Very informative – useful tips, shortcuts and great exercises. I feel like I know the tool bar very well now.'

Email: training@pma-group.com www.pma-group.com

Advanced Illustrator



1 DAY April 3; June 8; Aug 12; Oct 14; Dec 9

Aimed at: Experienced Illustrator users who work with the programme regularly.

Workshop contents: Delegates will learn the skills required to create complex illustrations that go beyond those you could create using Illustrator's basic tools. Includes:

- Creating complex illustrations
- Converting raster graphics to vector graphics
- Creating a banner
- Filters
- Exporting to the web
- Colour management
- Using layers
- Preparing documents for commercial printing
- New CS3 integration facilities

Not for: Newcomers to Illustrator

Fee: £325+VAT

THEY SAY: 'An enjoyable training session which has given me fresh ideas to revolutionise my magazine.'

Improving your layouts

2 DAYS Apr 1-2; July 23-24; Sept 29-20; Nov 30+Dec 1

Aimed at: Subs and art editors handling design, who want to improve their pages and inject fresh ideas.

Workshop contents: An individual look at how your publication can be improved using the same content.

- The psychology of design and visual codes
- Analysis of typefaces and page balance
- Designing pages with no pictures
- Use of colour and creating an appropriate palette
- Re-thinking your page 'furniture'
- Dealing with large ads or heavy picture content
- Handling covers, inserts and specials
- Re-thinking the contents page
- Making sure you're getting the most out of your DTP package

Not for: Beginners to layout

Fee: £680+VAT

THEY SAY: 'Very professionally run course. The tutor tailored the course to my particular needs.'

Advanced design

2 DAYS April 7-8; July 3-4; Oct 7-8; Dec 21-22

Aimed at: Those who have been designing pages as part of their job for at least two years.

Workshop contents: As part of the course, delegates will redesign aspects of each other's magazines. You will also take away copies of designs you have developed. Includes:

- Advanced design concepts
- Revitalising your publication
- Analysis of delegates' magazines
- How British and foreign 'style leader' publications achieve their impact
- Maximising production and colour
- Horizontal and vertical grids
- Making the most of DTP, including the tips that don't appear in the manuals

Not for: Those only occasionally handling layouts

Fee: £680+VAT

THEY SAY: 'Excellent! A really informative course and I learned a vast amount.'

Redesigning your publication

1 DAY May 27; Aug 21; Nov 9

Aimed at: Editors, designers and production people who will be playing a key role in revamping and redesigning their publication.

Workshop contents: Looks at your publication and how it can be improved. Includes:

- Planning and preparation
- When evolution is better than revolution
- Using design to guide the reader
- Covers, spreads and special pages
- Making colour work
- Effective use of pictures
- Fresh ideas and style leaders
- The latest techniques
- Relaunching with confidence

Not for: Those who don't enjoy change

For maximum impact a team of two from your publication is recommended to attend for a total fee of £675 +VAT

Fee: £405+VAT

THEY SAY: 'Lots of inspirational advice from a tutor who was knowledgeable and patient.'

Understanding print and production

1 DAY April 22; July 20; Oct 15
2010: Jan 13

Aimed at: Anyone working on or with a production team, whether in newspapers, magazines, journals, marketing advertising or books

Workshop contents: A look at the sequence of production, from planning to printed matter

- Organisation: flatplans, schedules, sections and pre-press
- Liaising with designers, outside suppliers and photographers
- Preparing your output for printers
- Getting the specification right
- Printing methods: sheet-fed and web-fed presses, ink and paper, print-finishing processes including folding, collating, binding and trimming
- Why understanding how these work is critical to you getting the job that you want at the best price
- Distribution, including getting the best from mailing houses
- Advances in software, and how these can benefit you
- Where things can go wrong, and how to avoid them

Not for: Experienced print and paper buyers

Fee: £380+VAT

Cut your costs when buying print

1 DAY May 13; Aug 21; Nov 7

Aimed at: Anyone involved in buying, commissioning or overseeing print. A more advanced version of Understanding Print and Production (left).

Workshop contents: How to select the right print firm for your work, from the dozens that pester you for your business.

- Understanding printing methods and how to choose the one that's right for you
- Specifying a print job to get what you need
- Finding the right printer, and communicating what you want with confidence
- How to ensure the right quality and price for ongoing and new jobs
- Types of paper, and what is right for your publication
- Different ways of buying paper
- Foreseeing and overcoming problems in print and paper
- Ways to save costs on print and paper, including sourcing overseas

Not for: Those who are convinced they get a great deal from their printer

Fee: £380+VAT

NB: The content, date and venue of every workshop in this directory can be tailored to your needs. Call Vicky Chandler on 01480 300653

Web analytics

*new workshop

1 DAY April 15; July 15; Sept 24; Nov 17
2010: Jan 20

Aimed at: Relevant to all editorial, sales and marketing people involved in promoting to and enlarging audiences for their titles and websites.

Workshop contents: How to measure and evaluate your website's performance, and gain a deep understanding of who is accessing your site, and why.

- How to measure visitors to web sites
- Which analysis tools work best for you, and why
- Meaningful statistics and how to use them
- How audiences explore pages
- What draws people to your site and what doesn't
- The key metrics
- What you can do to enhance your web presence
- Conversion rates of visitors to subscribers, buyers and events
- How to optimise a site using the web measuring tools
- Using online research tools to enhance your web analysis
- Tracking and reporting – sharing others in the team

You don't have to be too numerate, but curiosity about your audience is vital

Fee: £380+VAT

Introduction to web broadcasting (stage 1)

*new workshop

1 DAY April 14; July 14; Oct 23; Dec 11

Aimed at: The growing number of editors, PR and marketing people who need to produce content for web or broadcast media, such as podcasts and video.

Workshop contents: How to adapt your skills to broadcast journalism. Includes:

- Why broadcast online? Making broadcast content an asset to your website
- The audience: who, when, where and why
- Scripting: the difference between print and broadcast
- Developing a plan. Storyboard techniques
- Basic production techniques, including producing interviews, discussions and features
- How to choose the best subject
- How to attract and retain your audience

Not for: Those who believe the web's a passing fad

Fee: £380+VAT

Presenting and producing web broadcasts (stage 2)

*new workshop

1 DAY April 15; July 15; Sept 24; Nov 17
2010: Jan 20

Aimed at: Editorial, marketing or PR teams who want to make professional podcasts of news, events and interviews, both audio and video, especially those with limited budgets.

Workshop contents: This workshop aims to give you the skills to present and produce successful audio or video on the web. Includes:

- The new skills you need
- What broadcast content can offer that print cannot
- The key elements of storytelling in broadcast journalism
- Preparing content — setting up locations, questions, interviewees, framing
- Style — adding emotion to voices; rich sounds and images
- Conducting an interview — dos and don'ts
- Building interest to keep your audience
- Coping with noise
- Presentation — coping in front of the camera
- Exercises in audio and camera presentation techniques

Not for: Experienced presenters

Fee: £380+VAT

NB: We can run these as bespoke workshops, at a venue and date to suit you. We can also provide advice on equipment and software needs. Call Riva Elliott on 01480 300653. We recommend web broadcast teams work together over the three days to achieve professional podcasts.

Producing audio and video Podcasts (stage 3)

*new workshop

1 DAY April 16; July 16; Sept 25; Nov 18
2010: Jan 21

Aimed at: Those who want to learn how to record, edit and upload their own radio-style and video programmes for the web.

Workshop contents: How to put a podcast and vodcast together, including the technology required. How to produce and format content, and upload it to the web. Includes:

- Terminology — and the jargon
- Cameras, lights, recording and editing requirements and how to use them
- Sound quality — how the professionals achieve this
- What you need to do to add broadcast to your website
- Exercises in audio recording and editing
- Shooting and editing video — lighting and backgrounds
- Exercises in video recording and editing
- Picture quality — optimisation and compromise
- Compression and conversion

Not for: Experienced producers

Fee: £380+VAT

Writing for the web

1 DAY March 16; May 11; July 1; Sept 4; Nov 2
2010: Jan 14

Aimed at: Journalists, PRs, internal and external communications staff and marketers who write for websites.

Workshop contents: How writing for the web differs from traditional writing. How words can affect design considerations. Includes:

- How readers differ: accounting for surfers and users
- The importance of easy navigation
- Thinking international in words and style
- How to write to attract search engines
- Keeping readers' attention
- Word use and word breaks
- Maintaining topicality
- Thinking in screens
- Headlines and other visual aids
- Attribution, legal and health considerations
- Rewriting print content for the web

Not for: Experienced web writers

Fee: £380+VAT

THEY SAY: 'Great course content, small group and a good mix of theory and practical exercises.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Editing on the web

1 DAY April 8; June 1; Aug 13; Oct 12; Dec 10

Aimed at: Journalists, PRs, internal and external communicators and marketers who put up and manipulate information on the web.

Workshop contents: How sub-editing on the web differs from subbing in print. The importance of easy navigation. How readers differ — taking account of surfers and users. Keeping readers' attention. Includes:

- Thinking 'international' in words and style
- Word use and word breaks
- Maintaining topicality
- Thinking in screens
- Exploring and making use of dynamic content
- Hyperlinks — when and how to use them
- Headlines and other visual aids
- Avoiding the pitfalls
- Attribution, legal and health considerations

Not for: Experienced web subs

Fee: £380+VAT

THEY SAY: 'All very relevant and I'm now equipped with the skills to really help me in my job. Thank you.'

Email: training@pma-group.com www.pma-group.com

Effective blogging

1 DAY April 29; June 22; Aug 27; Oct 28; Dec 8

Aimed at: Any organisation that wants to attract a regular audience to its website.

Workshop contents: A blog is a frequently-updated web diary with the latest content posted to the top of a web site in reverse date order. It started as a simple way of updating personal home pages but now the wider benefits are recognised worldwide. Discover how blogs can attract traffic to your clients' or your site. Includes:

- Assessing which blog software is right for your site
- Installing and working with templates
- Designing your blog and thinking about content
- Deciding what to blog about
- Getting into a publishing cycle
- Assessing blog traffic
- Advanced blog techniques
- Blogging live events
- Turning whole websites into blogs

Not for: The internet-shy!

Fee: £405+VAT

THEY SAY: 'I now realise why this is such an important part of online publishing. I'm looking forward to putting my skills into practice.'

Planning, designing and redesigning a website

1 DAY April 30; June 24; Aug 19; Oct 8; Dec 1

Aimed at: Anyone planning or creating content for a website.

Workshop contents: The workshop covers content and design considerations, plus tips on choosing and using software. Includes:

- Strategy — what do you want your website to achieve?
- Identifying and targeting your audience
- Detailed site planning — how to set up a site map
- Future-proofing your site
- Creating targeted content and navigation styles
- Design: page sizes, fonts and images
- How does HTML work?
- Integrating sound and video
- Flash, podcasts, video, blogs and RSS
- When to use frames or tables
- CGI scripts, Java and ASP — forms and databases

Not for: Newcomers to the internet

Fee: £380+VAT

THEY SAY: 'Really enjoyed the day. The tutor was excellent. Very clear theoretical information was supported by practical exercises.'

Running a website — the business case

1 DAY March 25; June 2; July 3; Sept 16; Nov 27
2010: Jan 28; March 3

Aimed at: Those with responsibility for the continuous development and upkeep of a website.

Workshop contents: Understanding the technology and production processes of managing and maintaining a website. Includes:

- How to attract visitors to your site, retain them, and make them revisit
- Why people visit competitors' websites
- Maximising the financial opportunities of your site
- Content considerations — what works and what doesn't
- Design issues — refreshing a tired site
- Web management — a look at the software you use
- Time management issues — the 24/7 deadline
- Discussion of delegates' own websites and a comparison with competitors

Not for: Those without influence on the maintenance and development of a website

Fee: £380+VAT

NB: The content, date and venue of every workshop in this directory can be tailored to your needs. Call Vicky Chandler on 01480 300653

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Winning with the search engines

1 DAY March 4; June 1; Aug 5; Oct 13; Dec 11

Aimed at: Anyone responsible for attracting visitors and boosting their site position on search engine rankings.

Workshop contents: The technology, tools and tips for creating a website that responds to the leading search engines. Ways to interact and spread the word. Includes:

- How search engines work and what they aim to achieve
- Why content is critical
- Refining your content to attract search engines
- Keyword analysis
- Descriptions that attract the search engines
- Creating a searchable site design
- The importance of links
- Interaction of repeat visits
- Page rank and trust values
- Directories and metasearch

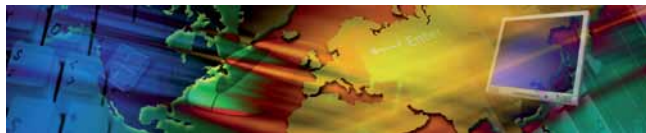
Not for: Those with a detailed knowledge of SEO

Fee: £380+VAT

THEY SAY: 'I'm quite sure we will see immediate benefits because there are so many things that we were doing wrong or not at all.'

Email: training@pma-group.com www.pma-group.com

VIDEO EDITING AND PHOTOGRAPHY



Apple Certification Exams in Pro Applications



Authorised
Training Centre

1 DAY London: March 25; April 22; July 17; Sept 3; Nov 6
Cambridge: April 8; July 16; Sept 2; Nov 5

PMA is an Apple-authorized training centre (AATC) and runs Apple-certified exams in Pro Applications.

Pro Apps Level One exams are available for anyone who has completed Level One workshops – at an AATC or self-taught.

Pro Apps Level Two exams are available to those who have completed level two workshops at an AATC. Students registering for Level Two training and exams must be certified at Level One in the same application and version. Exams include:

- FCP 101 — Introduction to Final Cut Pro 6
- FCP 200 — Professional editing in Final Cut Pro 6
- DVD SP101 — Introduction to DVD Studio Pro 4
- DVD SP100 — Overview of DVD Studio Pro 4
- Aperture 100 — Overview of Aperture 2
- Aperture 101 — Introduction to Aperture 2
- Color 101 — Introduction to Color
- FCE 101 — Introduction to Final Cut Express
- FCP 100 — Overview of Final Cut Pro
- FCP 250 — Final Cut Pro for Avid editors
- FCP 300 — Advanced techniques in Final Cut Pro
- FCS 101 — Motion graphics and effects in Final Cut Studio
- Motion 101 — Comprehensive study of Motion
- Logic 101 — Introduction to Logic Express and Logic Pro

YOUR GUIDE TO MULTIMEDIA

PMA guides you on how to make the most of multimedia tools.

Digital photography: ways of managing the thousands of images you produce. Producing and editing digital video for promotions, presentations or the web.

These workshops have been created for people of all skill levels. If your background is in print-based communications, we can show you how to adapt your skills to multimedia. If you're a beginner, we give you professional skills.

If you need to train four or more people in your organisation, all scheduled workshops can be run in-house, at a time and date to suit you. Call Vicky Chandler for more information.

ACCREDITATIONS

PMA's multimedia workshops are accredited by Apple and Adobe. We only use accredited tutors who are certified experts.

PROFESSIONAL QUALIFICATIONS

PMA offers full training programmes leading to Apple certification exams.

For more information contact
Riva Elliott: 01480 300653
or: training@pma-group.com



Fee: £75+VAT

Introduction to Final Cut Pro 6 (Apple training course: FCP 101)

3 DAYS April 28-30; Aug 10-12; Nov 9-11



Authorised
Training Centre

Aimed at: Anyone looking to edit professional quality video as well as professionals or others with some video editing experience who wish to become qualified in editing video using Final Cut Pro. This course includes plenty of hands-on, interactive instruction.

Workshop contents: This is the official three-day training course that prepares you to become an Apple Certified Pro, Level 1, in Final Cut Pro. Includes:

- Screening and marking in the Final Cut Pro interface
- Editing clips in the timeline
- Finishing the rough cut
- Trimming to refine clip duration and a sequence
- Applying transitions and filters
- Refining the edit process
- Supporting the edit process
- Changing motion properties
- Capturing footage
- Applying audio tracks

Course fee includes textbook. Online Apple Prometric exam fee is extra. (£75+VAT)
You can sit the exam on any of the published course dates or after the course.

Fee: £697+VAT

For full course contents, please visit:

<http://www.apple.com/software/pro/training/courses/fcp101.html>

Professional editing in Final Cut Pro 6 (Apple training course: FCP 200)

5 DAYS April 11-15; Sept 7-11; Dec 7-11



Authorised
Training Centre

Aimed at: Journalists, PR and marketing executives, graphic artists, web designers, corporate video and multimedia producers and video professionals. Anyone who wants to develop a comprehensive understanding of Final Cut Pro 6. You also have the option of taking the Apple Certified Pro Prometric test at the end of this course or on any of the published dates

Workshop contents: This official five-day Apple training course introduces the primary feature set and basic interface of Final Cut Pro. You will learn to perform a broad range of editing functions while familiarising yourself with the user interface. Includes:

- Basic setup
- Adjusting and customising preferences and settings
- Capturing video and audio
- Editing and trimming techniques
- Ripple, roll, slip and slide tools
- Audio creation and editing
- Finishing and final output
- Hands-on practical exercises throughout

Course fee includes textbook. Online Apple Prometric test fee is extra (£75+VAT)

Fee: £997+VAT

For full course contents, please visit:

<http://www.apple.com/software/pro/training/courses/fcp200.html>

Introduction to DVD Studio Pro 4 (Apple training course: DVDSPP 101)

3 DAYS April 1-3; July 20-22; Oct 7-9
2010: Jan 13-15

*new workshop



Authorised
Training Centre

Aimed at: Video producers, video journalists, internal communicators and marketing executives who want to learn the basics of authoring professional quality DVDs.

Workshop contents: Using compelling media and real-world production workflow to create MPEG 2 video and motion menus. Hands-on and interactive instruction Includes:

- Preparing your project
- Using the DVD Studio Pro Interface
- Working with tracks and markers
- Designing and creating menus
- Working with slideshows and stories
- Subtitles and closed captions
- Markers, stories and connections
- Encoding audio and video
- Creating transitions
- HD DVD authoring

Not for: Those who think VHS is the way forward.

Fee: £749+VAT

NB: Delegates can take the Apple Pro Certificate Exam at the end of this course, or on one of our scheduled exam dates — see page 43.

Digital photography

1 DAY March 20; May 1; July 10; Sept 22; Nov 6
2010: Jan 22

Aimed at: The increasing number of people in PR, journalism and general business who have to take pictures as well as produce copy, but have had no formal training in photographic techniques.

Workshop contents: Understanding your camera. How to produce good photographs with digital equipment. How to use technology to enhance your pictures. Includes:

- How a digital camera works, its settings and limitations
- How to take news and feature pictures — covers legal issues
- Picture composition and appreciation
- Lenses and flash techniques
- Manipulating and enhancing the digital photograph
- Breaking away from standard formats such as the cheque presentation, the 'firing squad' and 'talking heads'.
- Basic editing using Photoshop

Please bring a digital camera and connection cable to this course. Delegates should let the tutor know the make and model of camera prior to the course.

Not for: Experienced photographers

Fee: £380+VAT

THEY SAY: 'A really useful workshop that has helped not only my ability to take photos, but also in my role briefing photographers.'

PR writing skills

1 DAY April 6; June 23; Aug 4; Oct 21; Dec 16

Aimed at: Newcomers to public relations and those who have never had any training in the basic writing skills aspect of their job.

Workshop contents: Discover how to write what a journalist will use. Includes:

- Why journalists re-write PR copy for news and features
- Spotting a news-worthy story or feature
- Researching and writing it
- Getting the intro headline right
- Tips on effective interviewing
- Grabbing attention straight away
- Tightening up language, grammar and punctuation
- Selling ideas
- Sourcing good quotes

Not for: Experienced PR executives

Fee: £380+VAT

THEY SAY: 'Excellent session that focused on my specific problem areas. I'm looking forward to achieving extra press coverage!'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Cutting your print bill

*new workshop

1 DAY July 20; Oct 7
2010: Jan 20

Aimed at: Anyone in PR who is responsible for buying or commissioning print, whether on behalf of your own organisation or for a client.

Workshop contents: The course examines your present dealings with print suppliers and how they could be improved. It also looks at how to ensure value for money, and how to deal with printers on an even footing. Includes:

- Understanding the basics on print and paper
- Finding the right supplier
- The things to look for
- The key questions to ask
- Ensuring that your specifying letter covers all the key areas
- What should I pay?
- The hidden costs
- The things to look for
- Getting it right at your end
- What you should expect from a print supplier

Not for: Those confident that they are getting a great deal on print and paper

Fee: £380+VAT

Email: training@pma-group.com www.pma-group.com

Planning, targeting and writing news releases

1 DAY March 31; May 18; July 10; Sept 17; Nov 26
2010: Jan 29

Aimed at: Agency and in-house PR staff who want to learn how to attract the media to their stories.

Workshop contents: An intensive workshop showing how to get your news release into print, broadcast or online. It looks at examples of your work for group analysis and constructive criticism. Learn why targeting and news value are critical factors. Includes:

- The role of the PR executive
- What journalists want from you
- Matching a release to the media outlet
- Tricks to make your release worthy of distribution
- Getting the structure right
- News and how to make it
- What to avoid
- Using pictures effectively
- The electronic press release

Not for: Experienced PR executives

Fee: £380+VAT

THEY SAY: 'Very useful and relevant. It addressed the finer details and points.'

Planning and writing case studies

2 DAYS April 14+May 28; July 31+Aug 19; Oct 7+Nov 18
(SPLIT)

Aimed at: All those who have just started producing case studies and histories for their clients.

Workshop contents: As part of this course, delegates will plan and write a case study for evaluation on day two of the workshop. Includes:

- Finding the right subject
- What journalists are looking for, and matching case studies to a publication online or in print
- Researching and preparing for an interview
- Getting more than the obvious from an interview
- Encouraging good quotes and the mix between quotes and non-quotes
- Filtering material
- Writing and presenting: the different approach needed for case studies
- Getting the intro and structure right; deciding what to keep in and what to leave out

Not for: Experienced feature writers

Fee: £680+VAT

THEY SAY: 'An intensive workshop with lots of interesting and useful advice. Thank you.'

Practical PR essentials (PR part 1)

2 DAYS March 18-19; May 6-7; July 1-2; Sept 1-2; Nov 24-25
2010: Jan 12-13

Aimed at: Anyone new to PR, and those changing roles within consultancies or in-house PR departments. This is the first part of a structured modular series (for a more advanced course, see PR part 2, this page)

Workshop contents: A hands-on workshop involving practical exercises and the chance to discuss your individual projects and problems. Includes:

- Understanding the demands of the media
- How to use the press, TV, radio and the web
- Effective press releases and newsletters
- Improving basic writing skills
- Building media relations
- Using blogs and social networking online
- Preparing for radio, podcast and TV interviews
- Maximising event coverage
- Research and evaluation
- The principles of planning and wider PR techniques

Not for: Those with more than 18 months' experience

Fee: £680+VAT

THEY SAY: 'Great course that covered a lot of useful ground. I now feel much more confident in my day-to-day work.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Progressing your PR skills (PR part 2)

2 DAYS April 23-24; June 29-30; Aug 25-26; Oct 29-30; Dec 2-3

Aimed at: In-house PROs and consultancy account executives. This is the senior workshop for the development of executives in PR roles.

Workshop contents: Two days on the effective use of the whole PR armoury to ensure continued success and personal development. Includes:

- Media relations
- Communications audits
- Market research
- Sponsorship, competitions and awards
- Conferences, exhibitions and event management
- Confident and powerful radio, podcast and TV interviews
- Community relations; lobbying; education programmes
- Harnessing the power of blogging and online social networking
- e-PR and crisis PR
- The internet and issues management

Not for: Experienced PR practitioners or the faint-hearted

Fee: £680+VAT

THEY SAY: 'A great insight into the more detailed elements of PR.'

Email: training@pma-group.com www.pma-group.com

Sharpen your PR writing skills

1 DAY July 22; Sept 9; Nov 4

Aimed at: Those working in PR for up to 18 months.

Workshop contents: Looking at the quality of your writing, whether news releases or features, for print or online, and how it can be improved to persuade journalists to use the release or case study, and to use more of it. Includes:

- Knowing what journalists want, and how they want it
- Generating more than the obvious stories
- Breaking away from formulaic releases
- Writing sharper intros
- Tightening structure
- Changing your style to meet online needs
- Generating quotes that get used
- Improving the words you use, and how you use them
- Dealing with clients who think they know best
- Improving your case studies and features
- Writing headlines that get used

Not for: Newcomers to PR

Fee: £380+VAT

THEY SAY: 'A useful two days which gave me the opportunity to glean an independent view from a PR professional.'

Advanced PR writing skills

1 DAY April 22; June 29; Aug 12; Oct 16; Dec 17

Aimed at: Experienced PR staff who want to improve their writing skills and those who have attended our basic workshop.

Workshop contents: This workshop includes individual assessment of each delegate's copy, with suggestions for improvement. Includes:

- How to be active in finding news-worthy stories and features
- Getting the targeting right — different angles and approaches
- Making case histories interesting
- Styling your work to suit the market
- Writing for niche/technical markets
- Targeting online, print and broadcast media — multimedia tips
- Better headlines
- Ways to improve the readability of your work
- Selling the client in a subtle way

Not for: Highly experienced writers

Fee: £405+VAT

THEY SAY: 'Very relevant and the tutor answered all my queries. It was very useful to have my releases analysed.'

Crisis management

1 DAY April 3; July 6; Sept 30; Nov 13
2010: Jan 26

Aimed at: PR agencies or in-house press officers who need a 'what-if?' mechanism in place if something goes wrong.

Workshop contents: Things can go wrong in any organisation. Handled well, the damage can be limited; handled badly and it can have a huge effect on image and profits. This course looks at worst-case scenarios and what to do when things go wrong. Includes:

- Issues management and risk audits
- Why prevention is better than cure — scenario planning and foreseeing a problem
- How external sources can affect you
- What to do when things go wrong
- Setting up spokespeople and a chain of command
- Getting authority for statements
- Managing the media — including 'citizen journalists'
- The message and the medium — what to communicate, how, when and to whom, through which channel
- Positive press from bad news

Not for: Newcomers to PR

Fee: £405+VAT

THEY SAY: 'The training was great. The excellent tutor changed the contents during the day to cover new points and issues we raised.'

Managing the media more effectively

1 DAY April 28; June 12, Aug 14; Oct 27
2010: Jan 27

Aimed at: All those who have to manage the media — written, radio, television and the web — as a regular part of their work.

Workshop contents: Learn how to maximise every media opportunity. Includes:

- What does the media want from you?
- How can you give them something it seems they don't want?
- Getting the story clear
- Selling yourself, your brand and your client
- Handling awkward questions
- Building more effective media relations
- Preparing your spokespeople for radio, TV and podcasts
- The people who can make or break your campaign
- Organising press conferences that people will attend

Not for: Those inexperienced at handling all aspects of the media

Fee: £405+VAT

THEY SAY: 'Thought-provoking training from a media expert — very impressed!'

Copywriting (part 1) – essential skills

1 DAY March 5; May 12; July 7; Sept 10; Oct 30

Aimed at: Marketing and communications staff and anyone wanting a career in copywriting.

Workshop contents: A hands-on session for those who write, or want to learn more about writing their own copy for display and banner ads or sales literature. Includes:

- Developing customer-orientated copy
- Getting your message across with imagination and wit, using fresh ideas
- Measuring readability
- Changing some old attitudes
- Thinking up an original way to stimulate business
- Devising copy to attract readers and viewers
- Avoiding repetition
- How good copy sells
- Learn the hidden rules to solid copy
- Winning headlines

Not for: Experienced copywriters or those only interested in ad design

Fee: £380+VAT

THEY SAY: 'The tutor had researched my organisation's background, planned my needs and tackled my problems with expert enthusiasm.'

Copywriting (part 2) – advanced skills

1 DAY April 7; June 25; Aug 6; Oct 14; Nov 30

Aimed at: Marketing and communications staff and anyone whose career involves copywriting. Those who have one or two years' experience and would like to improve their skills.

Workshop contents: An intensive, hands-on session for those with some experience, who want to learn how to write better copy, working with current examples of each delegate's work. Includes:

- How to write more effective, customer-focused copy
- Getting your message across using creativity
- Avoiding common mistakes
- Creating relevant, yet unexpected concepts
- Writing copy your audience will want to read in print and online
- How good copy works
- The potential of online interaction; viral campaigns
- The importance of brand and design
- Tricks of the trade

Not for: Inexperienced copywriters

Fee: £380+VAT

THEY SAY: 'A useful session, and the small group allowed the tutor to provide individual attention.'

Event management

1 DAY March 11; June 15; Aug 28; Oct 29
2010: Jan 8

Aimed at: Anyone who is new to running events.

Workshop contents: It covers everything you need to know about organising and running events — for press launches, conferences, press trips and exhibitions. Includes:

- The importance of planning
- Why date and time can make the difference between success and failure
- Addressing the key media
- Scheduling speakers for conferences — best practice hints and tips
- Issuing timely invitations and the follow-up
- Making an event relevant to key media
- Maximising coverage
- Press kits that get used
- Exhibitions that work — especially with competition from the web
- How to prevent press trips turning into press jaunts

Not for: Seasoned event managers

Fee: £380+VAT

THEY SAY: 'The training was great. It allowed me to focus on areas where I needed specific help.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Awaken your creativity

1 DAY May 21; Aug 3; Nov 9

Aimed at: PR executives, editors and corporate communicators — or any marketing or business executive looking for an innovative strategy.

Workshop contents: This workshop is presented in a 'Better Brainstorming' format — a training programme that draws on alternative worlds for inspiration. Includes:

- How anyone can learn and apply the principles of creativity used by leading communications experts, presenters, broadcasters and entrepreneurs
- Knowledge and tools you can use immediately, including your personal brainstorming manual to run your own sessions
- Going back to basics with the principles behind effective brainstorming
- How to apply creativity to a wide range of business and communications situations
- Explanation of the best way to sell your creative ideas in presentations and pitches, including problem-solving

Not for: The narrow-minded!

Fee: £405+VAT

THEY SAY: 'A great day's training. I'm feeling inspired, creative and cannot wait to get back to the office!'

Email: training@pma-group.com www.pma-group.com

Internal communications (part 1) — essential skills

1 DAY March 9; May 8; Aug 7; Oct 6; Nov 20
2010: Jan 15

Aimed at: Anyone new to the internal communications department of an organisation, and those seeking to improve their internal communication skills. A vital workshop for those in government or business.

Workshop contents: The purpose of internal communications and how it ties in with your organisation's plans. Includes:

- The staff journal, intranets and other forms of communication
- Finding stories and writing them for staff journals and intranets
- Crisis communication and the internal audience
- Getting messages out across all media
- The PR role, and dealing with senior management
- Internal audits: benchmarking and evaluation
- Staff surveys and issues
- The link with external communication

Not for: Experienced members of a communications team

Fee: £380+VAT

THEY SAY: 'This course was really relevant to my work – just what I needed.'

Internal communications (part 2) — advanced skills

1 DAY March 9; May 8; July 28; Sept 15; Nov 2
2010: Jan 25

Aimed at: Anyone who works in internal communications and wants to improve their skills.

Workshop contents: Developing strategic business goals. Includes:

- Gaining ownership from the top
- The psychological contract — why employees often feel let down by employers
- Running a campaign
- Effective evaluation
- Crisis communications
- Internal branding — examples of good and bad practice
- Defining the role of the head of internal communications

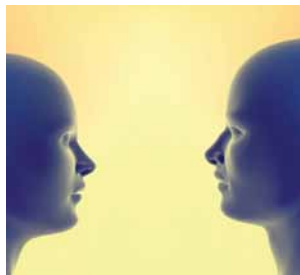
NOTE: This workshop follows the Internal Communications (part 1) — essential skills.

Not for: Those new to internal communications

Fee: £405+VAT

THEY SAY: 'The workshop was designed to my requirements, and exceeded my expectations. Thank you for an enlightening day.'

COMMUNICATION SKILLS



Be seen and heard

Tailored training

Effective communication with clients, staff and the media is vital for the success of an organisation. PMA delivers high-quality tailored, hands-on training in writing, presentation, media handling and web skills for managers and directors. We find out what you want to learn and adapt each workshop to fit your needs.

Executive coaching

Professional one-to-one coaching sessions for senior managers and directors at your premises or in our London training centre. Whatever your needs, we'll supply an expert tutor, the latest audio-visual and computer equipment and, most importantly, the chance for you to try things out discreetly and get feedback. We specialise in coaching senior executives for appearing on TV and speaking in public.

In-house workshops

Talk to us about running a course in-house. We can adapt an existing workshop or design a bespoke programme for people in your organisation.

HOW TO BOOK

www.pma-group.com

Tel: 01480 300653

Email: training@pma-group.com

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022



Business writing skills

1 DAY March 18; May 5; July 17; Sept 21; Nov 20
2010: Jan 7

Aimed at: Everyone who writes as an integral part of their business life. Reports, tender invitations and submissions, internal newsletters, external marketing materials, emails: this course covers the lot.

Workshop contents: The core lessons of business writing with lots of practical writing sessions. Includes:

- Understanding who you are writing for and what they want
- Getting to the point in clearly understood language
- Converting a mass of facts into a readable document
- Emails and sales letters that get read
- Getting rid of the waffle and avoiding unnecessary jargon
- Grammar, spelling and punctuation
- Developing a house style to reflect your business brand
- Checklist to ensure you have covered all the key points
- Presentation — the relationship between words and design

Not for: Those experienced in everyday business writing

Fee: £380+VAT

THEY SAY: 'A great day! The course was structured to cover all delegates' requirements.'

Email: training@pma-group.com www.pma-group.com

Report writing made easy

1 DAY April 17; June 8; Aug 10; Oct 28
2010: Jan 26

Aimed at: All managers who have to produce reports as part of their job, and want to find ways of making it easier.

Workshop contents: A close look at your report writing skills and how they might be improved. Includes:

- Writing to communicate rather than impress
- Thinking about who you are writing for
- The art of plain English — avoiding jargon
- Incorporating house style — the report template
- Structuring your writing
- Planning what you want to say
- Keeping to significant points and comments
- Maintaining a reader's attention
- Highlighting key points — the importance of the management summary
- A checklist to ensure you've covered all you wanted to

Not for: Those afraid of constructive criticism

Fee: £380+VAT

THEY SAY: 'Good to re-learn many things I had forgotten and so much new stuff.'

Presentation skills

1 DAY April 20; June 11; Aug 19; Oct 12; Dec 9

Aimed at: Anyone who has to make presentations, and wants to learn how to do it more professionally.

Workshop contents: A look at the skill set needed to sell ideas to an audience. Includes:

- How to sell yourself in the first two minutes
- Opening with impact
- Closing effectively — body language feedback
- How verbal communication differs from the written word
- What listeners want and need from you
- Understanding the way new information will be perceived by the audience
- Conveying your message using effective communication skills — how to be at ease with yourself
- Utilising creative thinking
- Exercises on how to speak convincingly using visual aids

Not for: Those who want sales presentation skills

Fee: £405+VAT

THEY SAY: 'A very useful exercise. Great to be able to practise and re-work my own presentations — most valuable.'

Preparing for media interviews

1 DAY April 2; June 24; Aug 11; Oct 7; Dec 15

Aimed at: Those whose job entails getting their message across professionally to the media.

Workshop contents: How to deal with interviewers from the press and broadcast media. Includes:

- Body language and how to use it to best effect
- Controlling nerves: how not to put your foot in it
- Dealing with a crisis and damage limitation
- How to be accessible to the media
- Tips on maximising media coverage of special events
- Speaking with authority
- Setting the agenda in any interview
- Getting the most from an impromptu situation
- Using the internet effectively as a follow-up to an interview

Not for: Those happy with their media persona

For one-to-one coaching sessions call Vicky Chandler on 01480 300653 or email vicky.chandler@pma-group.com

Fee: £405+VAT

THEY SAY: 'I aim to put my nerves behind me, and using the skills I've learnt today, I will tackle all interviews with renewed confidence.'

Tel: +44 (0)20 7278 0606 or +44 (0)1480 300653 Fax: +44 (0)1480 496022

Appearing on TV and radio

1 DAY March 31; June 17; July 31; Sept 1; Oct 26; Dec 9

Aimed at: All those who represent their organisation on the broadcast media.

Workshop contents: A top TV anchorperson gives you the confidence and skills to tackle any TV and radio interview effectively. Includes video work and feedback and the chance to try out techniques learned. Includes:

- Preparing for a live interview, especially in a crisis
- The different types of interview: in the studio, in your own office, on-site, in the street or over the telephone
- Handling questions — especially the trick ones
- Dealing with the paparazzi and doorstepping
- Getting your point across
- Avoiding gaffes: how to channel your thought processes

Not for: Experienced radio and TV performers

We can run this course in studio conditions or at your premises with a broadcast team. One-to-one coaching is also available. Contact Vicky Chandler on 01480 300653

Fee: £420+VAT

THEY SAY: 'Very helpful and informative – just what I needed.'

Email: training@pma-group.com www.pma-group.com

Speaking in public

1 DAY March 16; June 18; July 27; Sept 10; Oct 23; Dec 4

Aimed at: Anyone who has to make speeches at conferences and seminars.

Workshop contents: Guidance and practice in the essential skills of speaking to an audience. Remember public speakers are made, not born. The workshop includes:

- Thinking about your audience
- Planning your script
- The art of effective speaking
- Using body language effectively
- Making nerves work for you
- Holding the audience's attention
- Preparing for awkward questions
- Avoiding clichés and jargon
- Pacing your speech
- Managing visual aids while speaking
- How to start and finish

Not for: Experienced speakers

Fee: £420+VAT

Managing your time better

1 DAY April 23; July 3; Oct 7
2010: Jan 25

Aimed at: All those who have problems managing their time effectively in a world of constant demands.

Workshop contents: Introducing the principles of time management, and applying them to the pressure of a 24/7 media environment. Includes:

- Recognising personal blocks
- Using natural energy patterns to plan your working schedule
- Spotting time wasters and time stealers
- How to balance the demands of print lead times and web lead times
- Controlling interruptions — working effectively in a team
- How to avoid procrastination
- Levels of assertiveness
- Learning to say 'no'.
- How to prioritise, both at a strategic and tactical level using various time and diary management techniques

Not for: Those with all the time in the world

Fee: £405+VAT

Negotiating skills

1 DAY May 26; Aug 3; Nov 9

Aimed at: Those whose work involves negotiating. And anyone who has recently moved into a role that requires these skills.

Workshop contents: Learning to conduct negotiations with confidence, to achieve better outcomes for your organisation or business. The course reveals the processes and practices of negotiation, and adds practical rehearsals for the delegates.

- Win-Win — why negotiating is all about mutually successful outcomes
- Preparation — establishing your goals, your limits and your BAFNA (best alternative if you fail to negotiate agreement)
- Opening the negotiation — how to take control to ensure a better outcome
- Conducting the negotiation — how to ask the right questions, and how to trade effectively
- Closing the negotiation — confirming the outcome to make sure the deal sticks
- The psychology of negotiation

Not for: Those who can't compromise

Fee: £405+VAT

Writing and delivering powerful speeches

*new workshop

1 DAY March 27; June 26; Sept 17; Dec 7

Aimed at: Middle to senior managers, business leaders and politicians — local and national. You should have some experience of platform speaking or presenting in a business context. It is especially helpful to those who speak at conferences.

Workshop contents: How a skilfully written speech can enhance the message and image of the speaker and their organisation. Includes:

- Writing for an audience — what do you want to say and what are they expecting to hear
- Identifying the true message
- Blank page to first draft
- The difference between written and spoken text
- How delivery affects the impact of a speech
- Gestures and movement to enhance your words
- Structuring your message, reinforcing the main points
- Using technology effectively to enhance your speech
- Pitch, pace and pauses
- Closing — anticipating Q & As

Not for: Those whose speeches are always winners

Fee: £420+VAT

Can be arranged as a one-to-one coaching session

PMA'S COMMUNICATION EXPERTS

All PMA tutors still work in their specialist area. **Among our tutors are:**

SEAN ASHCROFT

Sean Ashcroft's credentials include production editor on BBC Gardeners' World Magazine, editor and managing editor of Macworld. He also teaches sub-editing and news-writing. Sean has freelanced as a sub-editor on The Sunday Sport, The Sun, News of the World and Pulse.

SIMON BERNSTEIN

Simon Bernstein is a CIPR-accredited trainer with more than 12 years' experience of PR in the public and private sectors. He has exceptional communication skills and delivers training in an inspirational and motivational style. His PR clients have included the Benefits Agency, Tumble Tots and Mothercare World.

ANN BIRD

Ann Bird is a former executive features editor on the Daily Express. She has been nominated for national writing awards. Ann currently runs her own media consultancy. She continues to write for a broad spectrum of outlets, including the Sunday Telegraph, Daily Mirror, The Sun and Radio 4.

RICHARD BIRD

Richard Bird is a freelance designer on magazines and books, including Car, TV Times, Yachting Monthly, Architects Journal and Woman's Own. He is an Associate of the Institute of IT Trainers and is an Adobe Certified Expert in Photoshop and InDesign.

TIM BOUQUET

Tim Bouquet is a journalist, writer, editor, broadcaster and traveller. He was features editor of the British edition of Reader's Digest, and has written extensively for YOU, Telegraph and Express magazines, as well as The Times and the Guardian.

CAROLINE BRANNIGAN

Caroline Brannigan is a freelance feature writer contributing to The Times, Sunday Times and other national newspapers and magazines. She is among several northern-based tutors who can run PMA courses outside London.

PHILIP BRAUND

Philip Braund is the former series producer of the award winning investigation programme The Cook Report. He spent 20 years on national newspapers — the Daily Mail and Daily Mirror (which he news edited). He currently works in television news.

ANDY BULL

Andy Bull is an award-winning travel writer working on publications including The Independent, The Daily Telegraph and the Mail on Sunday. He has published seven books including *Coast to Coast: A Rock Fan's US Tour* and *Strange Angels: In search of America's Immortal Heroes*. He has also been editorial director of AOL UK.

MIKE BUTCHER

Mike Butcher pioneered the use of the web on industry title New Media Age. Mike won the 1999 Centaur award for Best Editorial Team. He was executive editor of Industry Standard Europe and set up mbites.com. He writes for the Guardian, Broadcast, Media Age and Wired.

LYSIANE BYSH

Lysiane Bysh is an independent consultant in human resources and training, specialising in performance management, leadership and coaching. She also works with front-line staff in customer care programmes and time management for all levels.

VALERIE CLARKE

Valerie Clarke was senior journalism lecturer at the London College of Communication. She worked in a senior role on several of the country's top magazines, as well as editing a German weekly. She was executive editor of English and French partworks before going freelance.

ROBERTA COHEN

Roberta Cohen has vast experience editing, launching and relaunching a range of business magazines from Marketing Week to Leisure Week. She has guided many trainee journalists into glittering media careers.

JOHN COPPOCK

John Coppock has been a financial journalist for more than 20 years, working across the spectrum as an award-winning business reporter and editor for Thomson Financial News, Dow Jones, breakingviews, Bloomberg and national newspapers including the Financial Times. He has latterly been training editor for Thomson Reuters, specialising in teaching financial markets and journalism skills.

JULES CRANSHAW

Jules Cranshaw is a freelance writer. She has worked as a sub on The Sun and Mirror, chief sub on She and Zest, and was senior editor at the National Magazine Company. She also makes regular radio appearances.

ALEXANDRA DALTON

Alexandra has 12 years' journalism, production and training experience with the BBC. She has helped to create programme formats for BBC Sport both in television and radio — Five Live and Radio 4. Her training experience covers producer foundation and live studio production courses.

JULIAN DISMORE

Julian has produced primetime shows for broadcasters including ITV, Channel 4, Five, Discovery US, Animal Planet and Sky. He has produced and directed in a wide variety of genres, including reality, factual entertainment, outside broadcast, documentary, wildlife, house makeover, history, talk, medical, docusoap and current affairs.

THAYER DRIVER

Thayer Driver has worked in the dot com arena since 1999. Her background includes statistics, Web

development and programming, recruitment and company development. She has a huge interest in social media, web commercialisation and Web 2.0.

KEITH ELLIOTT

Keith Elliott is PMA's chairman. He has worked on several national newspapers, and edited magazines on subjects as varied as computing, general practice, TV listings, independent healthcare and taxidermy. He wrote a weekly sports column for the Independent for more than 20 years. He also runs PMA Magazines.

RIVA ELLIOTT

Riva Elliott was marketing director of a public IT company, and now runs PMA Research, the market research arm of PMA. It has worked for many top clients, from BT to Saab, and specialises in the media, new technology and consumer products.

JOAN ELLIS

Joan Ellis is an award-winning copywriter. As senior copywriter for Lion, her clients included Greenpeace, RNLI, RSPB and Crisis. She currently works as a freelance copywriter for global organisations.

ROBIN ETHERINGTON

Robin Etherington is communications manager for the rail division of First. He has been editor of Railnews, the industry's staff newspaper. A former sub-editor on the Daily Mail, he has also worked in local radio and regional television.

HUMPHREY EVANS

Humphrey Evans has been editor and commissioning editor for a range of publications. He freelances for several magazines and newspapers as a writer and sub-editor.

NICK FITZHERBERT

Nick Fitzherbert has been in PR consultancy for more than 20 years, working in drinks, media, marketing services, public sector, industry organisations and financial services. His presentation and creative skills

have their roots working as a DJ and more recently as a member of The Magic Circle.

ANDY GAGE

Andy Gage has been a copywriter in leading direct marketing advertising agencies, working as a copy chief, creative manager and strategy director on top consumer accounts such as Time-Life Books and the AA. He now runs his own creative service agency.

ASHLEY GIBBINS

Ashley Gibbins is a CIPR accredited trainer and runs an independent PR consultancy. He is also Director General of the International Travel Writers Alliance. He has more than 20 years' experience which includes communications development work with several local authorities.

MATT HADDOCK

Matt is a trainer in Adobe and Quark products, including InDesign, InCopy, Photoshop, Illustrator and XPress. He has worked with designers and journalists from IPC, Emap and leading ad agencies. He has also trained designers at MTV and Universal Music.

ANDY JONES

Andy Jones has worked on several national newspapers in a senior subbing capacity, from The Sun and News of the World to The Daily Star and Today. He has also worked as a copywriter for ABTA, a studio manager for BBC Radio and a layout sub for British Airways News.

NEIL JONES

Neil Jones has more than 30 years' experience in reputation management, public relations, internal communications and training — working in-house and with consultancies. He also writes and edits oil industry publications, and is a freelance opera journalist and critic. Neil heads up PMA Scotland.

PHILLIP KHAN-PANNI

Phillip is a professional speaker, author, trainer and

coach in communication skills. He is a founder director and fellow of the Professional Speakers' Association, and has won more speech contests than anyone in Europe. He has published seven books on communication skills.

PETER LAW

Peter Law's career has spanned editorial, advertisement sales, production and marketing, mainly with Reed, Emap and Harmsworth. He has edited weeklies, published and launched directories, consumer and trade titles, and runs a contract publishing company.

DANIEL LEE

Daniel's experience covers a broad range of writing and editing skills, from writing celebrity interviews and reportage for The Times, the Guardian and the Evening Standard, to websites, books and public relations. His subject matter includes business, history, science, crime and fiction.

ADRIAN MACLEOD

Adrian MacLeod develops content-based websites for a number of commercial clients, as well as training new and established journalists. He also writes for technical and business publications and websites and is an expert in media law and ethics.

TOM MAVRO

Tom Mavro has worked in the video and new media industry as a consultant and trainer for the past six years. He now works as a freelance for a range of computer-based video production, effects, DVD authoring and streaming video solutions.

FRANK NELSON

Frank is a freelance trainer specialising in all aspects of the internet, desktop publishing and computer-based training. He has worked as the editorial systems manager for several companies, including Reader's Digest, Haymarket Publishing, Associated Newspapers and Reed Books.

PAT NEVINS

Pat is a European specialist. She has worked extensively with MEPS, and was an adviser to UK representatives on the EU Committee of the Regions. An experienced public sector lobbyist, Pat has contributed to the development of new initiatives in social economic and environmental sectors.

MIKE NICKS

Mike Nicks is an editorial director who has been involved in the launch and redesign of more than 25 magazines and newspapers in Britain, Australia, France and the US. He speaks French and Spanish, and writes for The Observer, the Independent and the Guardian.

MATTHEW PARKER

Matthew has been buying print for 20 years and has worked for directories, magazines and agencies. His roles included heading up print buying for Future Publishing. He now works as a procurement consultant specialising in print and publishing.

ELIZABETH ORCUTT

Lizzie has been a full-time photojournalist for the last six years. She joined Horse & Hound as picture editor and won newcomer and new technology awards in her first year with IPC. Her clients include Newmarket racecourse and the Guards Polo Club. She regularly contributes portraits to the T2 section of The Times.

RUPERT PAUL

Rupert Paul is a freelance editor and writer. A former editorial director at Emap (now Bauer) consumer magazines, he has hired 30 editors, and worked in 22 magazine markets. He co-launched RiDE magazine, and has extensive experience in relaunching and understanding specialist readerships. He has edited eight national publications.

GORDON RADLEY

Gordon Radley was one of the main anchors for Sky News. He presents, reports and produces for ITV and

satellite stations. His experience includes news-reading, presenting and producing for many of the country's main television stations.

BEN ROONEY

Ben Rooney is an award-winning journalist nearly 20 years' experience. He was launch editor of Europe's first daily web-based newspaper, electronic telegraph, and is author of two books. He has been a commentator on new media for broadcasters including ITV, Sky News and the BBC.

TONY SIMMS

Tony Simms began his career as a reporter on local papers and freelanced for the nationals while studying for his law degree. He is a member of the NCTJ's Newspaper Journalism and the Law board, specialising in UK media law. He writes for Media Lawyer and The House Magazine.

KEITH STAFFORD

Keith specialises in all aspects of financial journalism. He has managed Reuters foreign reporting bureaux worldwide, and is well-versed in EU and world bank policies, medical and environment issues, economic affairs and international institutions.

DOMINIC STEVENSON

Dominic worked for various Soho production companies in the late 1980s during the transition from film to video. He later switched to stills photography while living in China and Japan. He is now a freelance video editor and cameraman.

GIDEON TODES

Gideon has delivered seminars in creative thinking for McKinsey's in Switzerland, BBC Radio 4, Virgin NTL Teleshop, the Institute of Practitioners of Advertising and many others. He started at Saatchi and Saatchi advertising, and won numerous creative awards. He also worked on the highly acclaimed poster campaign for The Economist.

MALVIN VAN GELDEREN

Malvin van Gelderen has worked as a designer of trade publications at Haymarket followed by 14 years as Art Director on leisure, specialist and woman's interest magazines at IPC Media.

SARAH WALKER

Sarah Walker is a freelance broadcast journalist and regularly works for Anglia TV. She started with the country's largest freelance press agency, Masons News Service, writing for the national press. Sarah is currently a regular reporter/presenter on BBC Look East.

JOHN WESTLAKE

John is one of the UK's most experienced magazine editors. He has worked across markets from women's lifestyle to popular science. As editor-in-chief of Emap Automotive he was involved in the launch and relaunch of 15 magazines. As a writer he has won three major awards. John is now a freelance journalist.

ANDREW WILSON

Andrew Wilson has more than 20 years' magazine publishing experience. As a member of the PPA's Production and Technology committee, Andrew helped introduce the 'pass4press' standard for magazine advertising and he is a member of the Digital AdLab steering committee (DAL).

ROBIN WOOD

Robin Wood is now a consultant after working as electronic publishing director at CMP Information, where he was editor and then publisher of a variety of the company's monthly and weekly magazines. Robin has been chairman of the PTC Editorial Committee. He is an external examiner for PMA's postgraduate course.

RICK YOUNG

Rick Young is a founding member of the UK Final Cut User Group. He has extensive experience as an editor, live director, cameraman and graphics operator in television, and has written four books on multimedia.

Acrobat 8 Pro	On demand
Adobe Contribute essentials	On demand
Advanced design	36
Advanced feature writing	15
Advanced house journals	On demand
Advanced Illustrator	35
Advanced InDesign	34
Advanced news-writing	15
Advanced Photoshop	34
Advanced PR writing skills	49
Advanced Quark XPress	32
Advanced sub-editing	20
Advanced style	On demand
Appearing on TV and radio	56
Apple Certification exams	43
Awaken your creativity	52
Boosting international PR coverage	On demand
Business writing skills	54
Business strategy for editors	On demand
Changing to InDesign from Quark XPress	33
Coaching your staff	On demand
Copywriting (part 1): essential skills	51
Copywriting (part 2) : advanced skills	51

Core management skills	On demand
Creating stunning covers	On demand
Crisis management	50
Cutting your print bill	46
Digital photography	45
Editing customer magazines	21
Editing house journals and newsletters	22
Editing on the web	40
Effective blogging	41
Effective lobbying	On demand
Essential writing skills	9
Event management	52
Fast, effective reading	18
Feature writing	9
Filemaker Pro essentials	On demand
Finding news from search engines	On demand
Flash: rich content creation	On demand
Freedom of Information Act	On demand
Generating and writing leaders and editorials	17
Getting more stories in the media	On demand
Grammar skills	10
How to relaunch a publication	On demand
Illustrator essentials	31

Improve your commissioning	24
Improve your grammar	On demand
Improving online publications	On demand
Improve news and feature intros	On demand
Improve your news-writing	13
Improving house journals and newsletters	22
Improving your InDesign skills	33
Improving your layouts	35
Improving your publication	23
InDesign essentials	30
Internal comms (part I): essential skills	53
Internal comms (part II): advanced skills	53
Interviewing skills	11
Introduction to direct marketing	On demand
Introduction to marketing	On demand
Introduction to DVD Studio Pro 4	45
Introduction to web broadcasting	38
Introduction to Final Cut Pro 6	44
Introduction to journalism	8
Investigative reporting	16
Journalistic style	11
Law for editors and publishers	28
Law for PR professionals	27

Learning layout and design using DTP	29
Learning to sub-edit	19
Managing the media more effectively	50
Managing the subs' desk	21
Managing your time better	57
Managing your title in recession	On demand
Marketing your website	On demand
Media law	26
Media law update	27
Negotiating skills	On demand
News-editing and running a news diary	23
News-writing	10
Online media law	28
Photoshop essentials	30
Pitching for new business	On demand
Planning and designing a website	41
Planning and running a campaign	On demand
Planning and writing case studies	47
Planning and writing news releases	47
Practical PR essentials (Part I)	48
Preparing for media interviews	56
Presentation skills	55
Presenting and producing web broadcasts	39

Producing audio and video podcasts (stage 3)	39
Professional editing in Final Cut Pro 6	44
Progressing your PR skills (PR part II)	48
Proof-reading	18
PR writing skills	46
Psychology of colour	On demand
Quark XPress essentials	32
Redesigning your publication	36
Reporting on business issues	17
Report writing made easy	55
Researching and improving pictures	On demand
Running a features desk	On demand
Running a website	42
Science writing and editing	On demand
Sharpening your writing style	12
Sharpening your PR writing skills	49
Shoot and edit for online journalists	14
Soft news and news for monthlies	On demand
Speaking in public	57
Speech writing & powerful delivery	58
Sports writing	On demand
Sub-editing features or your own work	19
The deputy editor	25

The editor	25
The publisher's role	On demand
Travel writing	On demand
Understanding and buying print	37
Understanding finance and the City	16
Understanding print production	37
Understanding the EU	On demand
Using the Freedom of Information Act	On demand
Using Logic Pro	On demand
Web analytics	38
Writing about products	On demand
Winning with the search engines	42
Writing better features	13
Writing better headlines	24
Writing for house journals and newsletters	12
Writing for the web	40
Writing news online	14
Writing to promote your organisation	On demand

On-demand workshops can be organised at our training centre, or we can come to your premises. They are tailored to your precise needs and run for a team or even an individual. Contact Vicky Chandler, 01480 300653, email vicky.chandler@pma-group.com

PRINT, COMPLETE & RETURN FORM TO:

PMA Media Training Ltd
PMA House
Free Church Passage
St Ives, Cambs
PE27 5AY.
Tel: +44 (0)1480 300653
Fax: +44 (0)1480 496022
Email: training@pma-group.com

COURSES HELD AT:

THE PMA CENTRE FOR MEDIA EXCELLENCE

7a Bayham Street,
Mornington Crescent,
London NW1 0EY

I wish to pay by credit card. (PMA will contact you for details.)

I enclose a cheque payable to PMA Media Training Ltd for £.....

I will pay by BACS

PMA bank details available on request.

Please write in black ink and block capitals

Title of workshop

Date of workshop

Name of delegate

Job title

Publication (if applicable)

Organisation

Delegate's tel. no.

Fax

Email address

How long have you been in this job?

Please give brief details of your employment history

What are your main duties and responsibilities?

Please give brief details of previous relevant training

What specific areas do you want the workshop to cover?

Do you work on: Apple Macintosh PC

Address for correspondence

Person to send invoice to:

Name

Job title

Email

Phone

Fax

Address

Purchase order number (if applicable)

Registered charity number (if applicable)

I have read and agree to abide by all terms and booking conditions on the opposite page. Delegate/contact person

Signature: Date



BOOKING A COURSE

The PMA Centre for Media Excellence

All public courses are held at PMA's purpose-designed Centre for Media Excellence located at 7a Bayham Street, Mornington Crescent, London NW1 0EY.

The centre is over the road to Mornington Crescent underground (Charing Cross branch of the Northern Line) and within easy reach of Euston, St. Pancras International and King's Cross stations. All buses on routes 24, 27, 29, 88, 134, 168, 214 and 253 stop near Bayham Street.

- Courses run from 9.30am to 5pm
- A folder with back-up notes will be provided
- Certificates are available to all delegates
- Refreshments and lunch are included in your course fee
- Assessment forms are collected with delegate feedback to ensure training remains at a high standard
- Bookings can be taken by telephone, post, fax, email or online at www.pma-group.com

CONTACT US:

Want more details about a PMA course? Contact Riva or Mel on:

T: +44 (0)1480 300 653

PMA Media Training Ltd
PMA House

Free Church Passage
St Ives, Cambs PE27 5AY.

F: +44 (0)1480 496 022

e: training@pma-group.com

www.pma-group.com

TERMS AND CONDITIONS

1. All course bookings must be made in writing, via our website or by email. You will receive confirmation of this. Once your booking form has been received, it constitutes a firm contract with PMA Media Training Ltd.
2. The cost of the course will be invoiced once your booking has been confirmed. Full payment is required prior to the start of the course to guarantee your place. **Make all cheques payable to PMA Media Training Ltd. We also take credit cards and payment by BACS. To pay by credit card, call Melanie, Michaela or Vicky on: 01480 300 653.**
3. All cancellations or postponements must be made in writing. For cancellations or postponements that are made more than 15 business days before the start date of a course, a cancellation or postponement charge of 33% of the course fee will be made.
4. We only allow one transfer per individual booking made. Subsequent cancellations, postponements or transfers will be charged at the full rate. Substitutions may be made before an event at no charge.
5. If a booking is cancelled or postponed within 15 business days of the course date, the fee will be payable in full and is not refundable.
6. The full course fee will be charged if the delegate does not turn up on the day of the course.
7. Course prices exclude travel, accommodation and any other incidental expenses that may be incurred by a delegate.
8. PMA Media Training Ltd reserves the right to cancel, alter or reschedule any course. In the event of this happening, you will be offered a full refund of your course fee.

PLEASE NOTE:

All course fees are subject to VAT at the current rate on date of booking.

Please book online at www.pma-group.com or photocopy the booking form opposite.

Email booking forms are available from our offices.



18.59.68 - Bus numbers and approximate stopping points
 Ⓜ - Underground stations
 ▲ - Flow of one-way traffic
 → - Bus only available towards indicated direction

PMA Media Training Ltd
 7a Bayham Street
 Morningnington Crescent
 London
 NW1 0EY
 Tel: 020 7278 0606

Bookings, admin and enquiries

PMA Media Training Ltd,
 PMA House,
 Free Church Passage,
 St Ives,
 Cambs PE27 5AY

Tel: +44 (0)20 7278 0606
 Tel: +44 (0)1480 300653
 Fax: 01480 496 022

Training Centre

The PMA Centre for Media Excellence
 7a Bayham Street
 Morningnington Crescent
 London
 NW1 0EY

Email: training@pma-group.com

Web: www.pma-group.com

(see website for online booking service)