

## Developing a PR/media relations strategy

A media relations strategy is essential for any organisation seeking to create a profile in the marketplace. Irrespective of whether you are trying to reach an audience 10 or 10,000 a communications strategy is required.

Although professional sport is a popular 'hot' media topic, women participating in sport at any level rarely receive the attention they deserve. This training programme is designed to assist in providing you with a strategic approach to your communications strategy.

**It will not redress the imbalance, however it will provide you with skills and tools to level the playing field.**