

PR practitioners' workshop in Cape Town

PR-Net founder Brian Berkman presents a workshop on developing editorial angles on Thursday 23 June 2016 from noon until 2pm at Richard's Supper Stage and Bistro in Sea Point, Cape Town.

“Creating news releases based on the five “w” and an “h” is just the beginning of earned media for your clients. Finding the hook or angle to entice editorial coverage is where the money is and with more than 20 years experience as public relations consultant and working journalist I will be leading a workshop to learn how,” he says.

The two-hour session costs R250 and will include group work to apply the tips and tricks Berkman shares. People leaving the session should better know how to understand the news agenda, marrying clients’ key communications messages with the relevant editorial focus and how to find different angles for the same story to increase its editorial appeal.

[Click here to book.](#)

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