



SEMINAR:

GETTING YOUR PICTURES IN THE MEDIA

Using creative still images and video clips to help achieve media coverage.

Getting media coverage with accompanying visuals is a hugely important part of the PR process and VisualMedia understands the challenges posed by today's increasingly competitive and changing landscape.

Scott Shillum, former national newspaper picture editor and CIPR 'Breakfast Briefing' speaker, provides a unique insight into the workings of modern day newspaper 'multimedia desks' and how they are integrating moving image content to their online offerings.

This is a short but informative talk on how you can maximise the chances of achieving coverage. Scott explains the day to day running of a national newspaper 'multimedia desk' (formerly picture desk), how the paper is put together over the course of the day, how to engage picture editors, the preparation of visuals and distribution requirements.

Designed primarily for account executive / account manager experience levels, Scott would be delighted to come and present to an appropriate audience (minimum 5 people) free of charge.

To take advantage of this invaluable seminar, please speak to Joanne Bridle to check availability and arrange a suitable time:

020 7613 2555