



Fleet
Street.

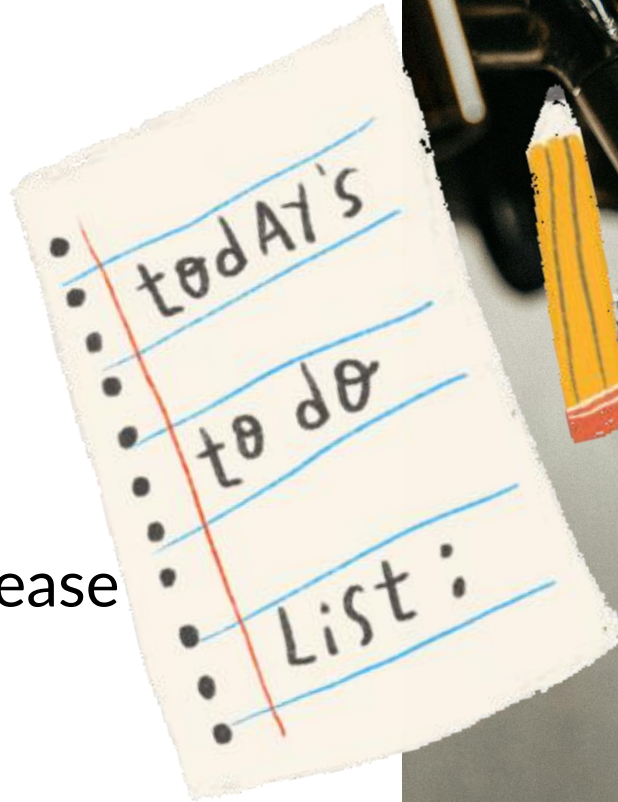
EVERYONE LOVES STORIES.



LET US TELL YOURS.

TODAY'S AGENDA

- Introduction
- What is PR?
- How to Write a Press Release
- Tips and Tricks



ABOUT ME

- Head of Content at Fleet Street
- Director of the British Guild of Beer Writers
- Former editor of Imbibe and Inapub
- Former food and drink editor of The Grocer,
- Features editor of the Morning Advertiser

A banner for the 'Casual Dining Keynote Theatre 2' event. The banner is dark blue with white and red text. It features the 'Casual Dining' logo, which includes a fork and knife icon. The text on the banner reads: 'Casual DINING Keynote Theatre 2', '27-28 SEPTEMBER 2023', 'ExCel | LONDON', 'Wednesday 27 September 2023', '14:30-15:00', and 'LEADERS PANEL'. Below the panel title, it lists the featured speakers: 'Featuring: John Gyngell, Managing Director, North Brew Co.; Paul Pavli, Non-Executive Director, The Yummy Pub Collection; Victoria Hatton, Managing Director, Concept Taverns'. It also mentions the chair: 'Chaired by: Robyn Black, Head Of Content, Fleet Street Communications'. The hashtag '#CD23' is visible at the bottom right of the banner.

Casual DINING
27-28 SEPTEMBER 2023
ExCel | LONDON

Casual DINING
Keynote Theatre 2
Wednesday 27 September 2023
14:30-15:00

~~LEADERS PANEL~~

Featuring: John Gyngell, Managing Director, North Brew Co.; Paul Pavli, Non-Executive Director, The Yummy Pub Collection; Victoria Hatton, Managing Director, Concept Taverns
Chaired by: Robyn Black, Head Of Content, Fleet Street Communications

#CD23



OUR TEAM IS A DIVERSE MIX OF ~~CONSULTANTS~~

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PREZZO
— ITALIAN —





**“If I was down to my last dollar,
I would spend it on PR.”**

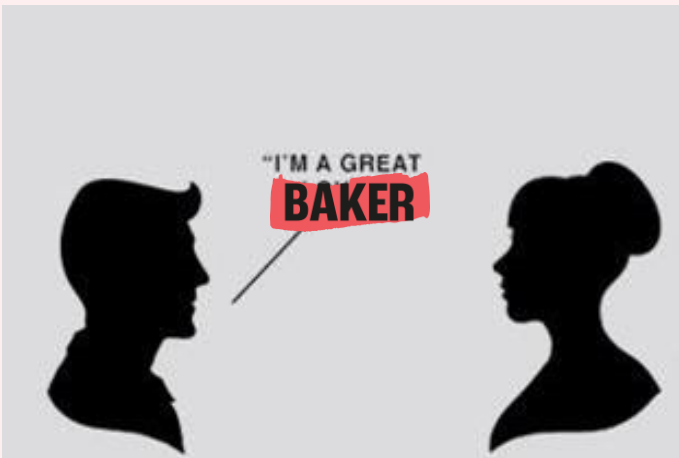
- Bill Gates



A close-up, slightly blurred image of a woman's face, tinted with a reddish-pink hue. Her eyes are looking directly at the camera. A red oval is drawn over the center of her face, framing the text.

WHAT IS PR?

There's an old saying:
“Advertising is what you pay for, publicity
is what you pray for.”



MARKETING



ADVERTISING



PR

**PR IS
EARNED MEDIA**

PAID, EARNED & OWNED

Paid – A marketing channel that you pay for to increase awareness or traffic



Display Ads



Paid Influencer
and social
advertising

Advertorials

Owned – media managed and distributed by your brand or business

Content Marketing
(on your channels)
– Blogs, podcasts
e.g

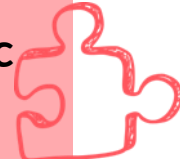
Email Marketing

Social Media

Earned – media generated on platforms not managed by your business, that you've not paid for

Classic PR
Coverage (Print or
Digital)

Social coverage



Coverage on other
people's
newsletters etc

PR Does Not Stand For
'Press Release!'





PR TOOLKIT

There are various ways of engaging with media and communicating with the relevant audience. Here are just a few!

NEWS RELEASE

BRIEFINGS

**FEATURE
CONTRIBUTIONS**

OP EDs

INTERVIEWS

REACTIVE MEDIA

VISUALS

ROUNDTABLES

CASE STUDIES

AWARDS

LISTICLES

EVENTS

AND SO MUCH MORE.....

CREATE A STORY



The traditional
way of
generating PR is
to create the
story.



FOLLOW A STORY



Opportunity Knocks.
You answer.

This is when you notice a
story in the news and
respond.



OCCASIONS



NATIONAL
FOOD/DRINK
DAYS



REAL-TIME
EVENTS



NATIONAL
HOLIDAYS



SPORTING
EVENTS



BANK
HOLIDAYS



SOCIAL
MEDIA
TRENDS



SEASONS



NEWS
AGENDA



THINK YOU HAVE A STORY?

Here are some questions to ask yourself...

- Is it a first? Is it unique?
- Is it hot right now?
- Has the horse already bolted or are people still talking about this?
- Does anyone care? We know you do, but be critical, does anyone else?

**WHO
CARES?**



UNDERSTANDING YOUR AUDIENCE



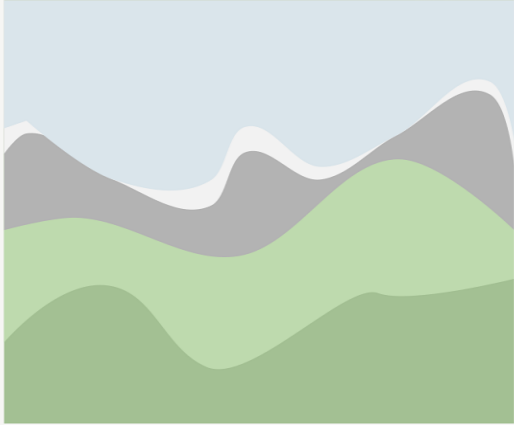
Effective PR, is rooted in the understanding of who your audience is.



How to write a Press Release

NEWS

D

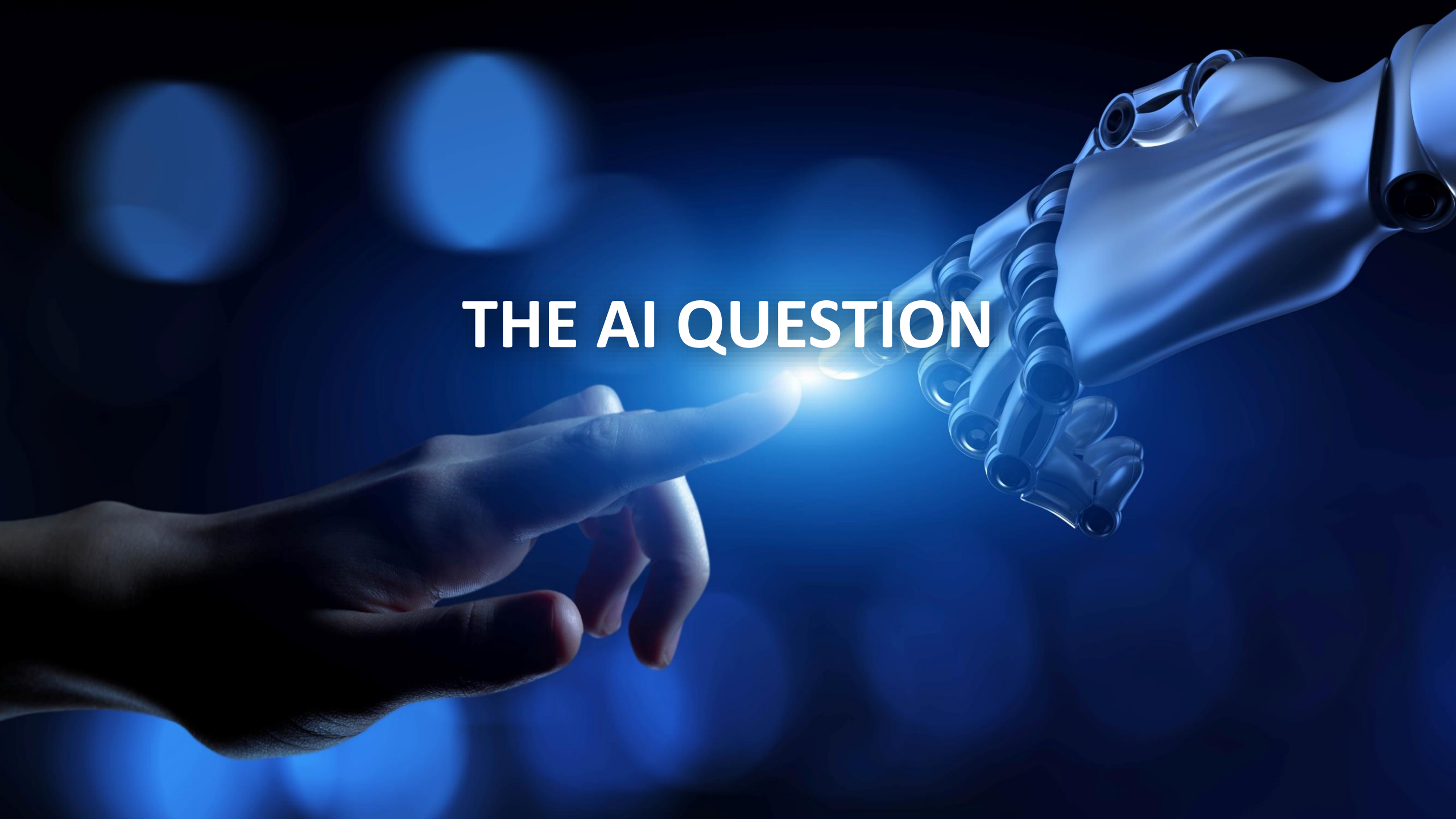


G

F

- Grab attention with the headline
- Get your main message in the first line
- Be concise
- Use quotes to provide extra information, not repeat what you've already said

THE AI QUESTION



A BAD EMAIL PITCH

Subject Line: The Dog & Duck

Dear sir/madam

I hope you're well.

Please see a press release below.

Thanks,
XX

GOOD EMAIL PITCH...

Subject Line: PRESS RELEASE: Pub wins award for making Merthyr safer

Hi Jessica,

I've seen your recent articles on crime rates in the centre of town and wanted to let you know that our pub The Dog & Duck has just won a national award for our work in making the town safer.

For more information, please see a press release below and attached, as well as an image.

If you would like to speak to me for more information, then my number is XXXXXX.

Many thanks,
XX

TIPS & TRICKS

SPOON FEED THE MEDIA

- Spoon feed journalists the info
- Pitch early
- The 'I have a story' method
- Begin by telling them the story, not about you
- Find out what they are covering currently



A serene tropical landscape featuring a calm body of water in the foreground, reflecting the surrounding greenery. A dense line of palm trees and other tropical vegetation borders the water. In the background, a large, forested hill rises against a clear blue sky with a few wispy clouds. The overall scene is peaceful and picturesque.

*A picture
is worth
a thousand
words*

**PICK UP THE
PHONE**



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