

PUBLICITY WORKSHOP SATURDAY 3rd MARCH 2012

A workshop to discuss and plan effective publicity for Morris Sides focusing on the types of medium available and how to get the best out of the use of publicity for the benefit of each Side throughout the Country.

The workshop will be held at:

The Samuel Barlow, Alvecote Marina, Robeys Lane, Tamworth, Staffs. B78 1AS. From 11am to 4pm.

As with the last workshop it is hoped that Sides will bring ideas to the table and these will be collated and a document will be produced after the event to circulate to all Sides.

The cost of £8.00 per delegate includes a buffet lunch which will include a choice of sandwiches, salads, hot roast potatoes and Yorkshire puddings with stuffing, a selection of meat and a vegetarian pie.

To book your Sides delegates in, please send a cheque payable to PHOENIX MORRIS* for £10.00 per person to Michael Stimpson, PO Box 115, Rickmansworth, Herts. WD3 1WB to arrive no later than the **23rd of February 2012.**

* Phoenix have agreed to act as “bankers” for this event on behalf of the three Morris Organisations

Agenda

Topic	Speaker
11.30 Introduction and welcome	Barry Goodman
TYPES OF PUBLICITY	
11.40 Adverts	Michael Stimpson
11.50 Press Releases	Grace Beardsley
12.10 Articles	Grace Beardsley
12.20 What's On Page	Grace Beardsley
12.30 Social Networking	Barry Goodman
12.40 Events	Michael Stimpson
12.50 Web Sites	Jemma Gurney
13.00 Media	Martin Banks
LUNCH 13.10 – 14.00	
PRINTING and DESIGN	
14.00 Design	Mike Everett
14.15 Production	Michael Stimpson
WHO	
14. 30 Publicity & Press Releases	Michael Stimpson
14. 40Web design	Jemma Gurney
HOW	
15.00Methods of printing	Michael Stimpson
15.10 Distribution	Barry Goodman
15.20Setting up a web site	Jemma Gurney
15.30 – 16.15 CONCLUSION AND QUESTIONS	