SME workshop on PR

To help business owners market their products and services, Ohana Public Relations Services is presenting a half-day introductory workshop on effectively managing your business on a shoestring budget.

Topics include why PR is important, how to differentiate between PR, marketing, branding, a breakdown of social media platforms and which is the best for your business, how to capture the mainstream media's attention, writing content, utilising business relationships, effective networking, and more.

"Small businesses are often in a Catch-22," says Claire Winson, founder of Ohana Public Relations Services based in Midrand. "There is often little or no budget for PR and marketing, however, if a business does not create awareness of its products and services in the marketplace, the business will not be able to grow and will eventually fold."

The workshop, which will be held 23 April 2014 in Midrand, will include course materials, light snacks, as well as tea and coffee. Email Claire Winson on claire@ohanapr.com or cal +27 (0) 74 141 8489 for more information.

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