

One-day PR course for music industry publicists

A one-day course in PR for aspiring music industry publicists will be given by SA Music PR specialist Liny Kruger from LK Mediabook, on Saturday, 17 November, 2012, at BrandsRock Boardroom, 2nd Floor, Lifestyle Centre, Kloof Street, Cape Town at a cost of R950.

The workshop includes:

- * Your role as a publicist
- * How to communicate with media and artists
- * The writing of press releases
- * PR for a CD launch
- * PR for a CD release
- * PR for a gig or tour
- * Sampling singles to radio
- * How to work with magazines, newspapers, television and online (websites and bloggers.)
- * How to incorporate social media in your PR drive

LK Mediabook has worked with many successful artists including: Fokopolisiekar, Chris Chameleon, Ard Matthews, Mango Groove, aKing, Foto na Dans, Die Tuindwergies, Van Coke Kartel and Zebra and Giraffe - and is also the official PR company for major festivals including RAMfest and Up the Creek.

The course offers step-by-step practical guidance in how to fulfil the task of a music publicist as well as a few tips on how to build your media contact list.

Time: 10am to 3pm.

Payment: A 50% deposit is required to secure booking and the rest of payment before the date of the course on 17 November. Please mail proof of payment to: liny@lkmediabook.co.za

Banking details: Please contact me for the details.

Website: www.lkmediabook.co.za

Date: 17 November 2012

Venue: BrandsRock Boardroom, 2nd Floor, Lifestyle Centre, Kloof Street, Cape Town

Cost: R950

For more, visit: <https://www.bizcommunity.com>