

***Saturday Star*, Kezi Communications to run PR Boot Camp**

The [Saturday Star](#) and [Kezi Communications](#) have teamed up to offer a series of regular training and encounter sessions beginning with a PR boot camp to offer some help and advice for PR people in the belief that it will improve the overall communication industry of which both are part.

According to Brendan Seery of Independent Newspapers, it will be tough and intense; however, he believes there will be gain through the pain.



He and Keri-Ann Stanton of Kezi Communications will cover an outline of how the media works, what each person's role is, how to create a newsworthy angle/pitch, how to write a press release and how to keep media and clients happy.



Assignments

He encourages only those who know they could be better and want to be better and can meet the assignment deadlines. The first is due by the end of the day, which will be marked and returned by the following Monday.

The second, 'live' assignment is due by 5pm the following Friday. This will give delegates a real-world study that they could pitch to media. The ROI on the pitch should more than cover the course fee.

The course, which can only accommodate 10 delegates, will be held on Saturday, 10 March 2012, 7.30am-1pm at GGI Communications in Houghton. The R2500 fee includes tea and coffee only, no lunch. To book, contact Aurelle Franks on cell +27 (0)82 560 6672 or email aurelle@kezi.co.za.

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