

More media training offered



Following its launch in July this year, communication consultancy [RedStar Communication](#) will also coincidentally launch its in-house [media training](#) product, from 1 November 2011, following a demand from its growing client base. "In line with our business case, the media training product will be priced reasonably. Media training, an essential tool for any corporate, should be as accessible as value-driven PR in a margin-squeezed economy," says RedStar's [Hein Kaiser](#), who used to be at marcusbrewster. The consultancy will make use of its own communication professionals, as well as its network of media trainers across the country.

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