



## Organic PR: How to enjoy a bountiful harvest in spite of the recession.

### FSB West Berkshire's Trading Through Tough Times Programme

Whether a start up or a veteran of the boom to bust cycle, this is an invitation you cannot afford to miss if you want to make hay while the sun fails to shine on our economy. The first recession of the internet age means the rules of PR have changed and you can discover the new rules at this morning Masterclass. It promises to help you discover the publicity opportunities within your business and how to maximise their potential. Discover why you should no longer simply target the media and the myriad of methods for looking after your crop of customers to ensure that bountiful harvest this year and beyond. The Master Class format gives you short bursts of information and then allows you time to work out how to use the input to benefit your business. You will walk away with some PR collateral ready to use to promote your business ahead of your competitors.

**Sheepdrove Eco Conference Centre, Warren Farm, Lambourn, Berkshire, RG17 7UU**

**Thursday 26<sup>th</sup> February 09:30 registration for workshop 10:00am – 11:45am**

The Master Class will be led by FSB members and PR gurus, Nigel and Diane Morgan from Morgan PR, one of the Thames Valley's foremost public relations consultancies. Entertaining speakers they are sure to inform and inspire in equal measure and come highly recommended.



This workshop is part of the **Trading Through Tough Times Programme**. The series of Master Classes are both informative and outcome oriented to ensure you leave with information that's of practical use, not just a note pad of great ideas. We've also built in time before and after the workshop for you to network freely. What's more, by using unusual venues at unusual times we are able to keep the events affordable without diminishing their quality.

We invite you to support your fellow business owners by sharing the wealth of experiences that exists in the small business community.

So, come along with your "top business tip" and enter into a prize draw to dinner for two at "The Square", Newbury. Everyone that enters will get all of the business tips sent to them after the event.

**The cost of this event is £10.00 (for FSB members) and £12.50 (for non-members) inc VAT and includes coffees, pastries and biscuits.**

**Places are limited for this Master Class will be on a first come first served basis.**

**To guarantee your booking book at [www.fsb.org.uk/thamesvalley/info/eventsbookings](http://www.fsb.org.uk/thamesvalley/info/eventsbookings) by 12<sup>th</sup> February. For enquiries contact Sue Day 0118 961 5444**

*Stay for lunch: Following the FSB event why not make the most of the venue and stay for lunch. The cost would be paid direct to the venue on the day although they have asked us to let them know how many people are staying for lunch.*