



# FSB Salisbury Branch Workshop

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## HOW TO OBTAIN FREE LOCAL MEDIA EXPOSURE

**By Ceri Hurford-Jones**  
**from**  
**Spire FM**

**on Thursday, 2<sup>nd</sup> September 2010, 18:00 – 19:30 hrs**  
**at The Red Lion Hotel, Milford Street, Salisbury SP1 2AN**

**This is a FREE-to attend event for members**

- **Press coverage is one of the best ways to extend the marketing of your business. News worthy content will get you free PR, but what is news worthy and how do you put it together to get as much free publicity as possible.**
- **Ceri Hurford-Jones is the Managing Director of Spire FM and is well versed in the ways of generating maximum publicity for local businesses. Come along and benefit from a few tricks of the trade to help your marketing budget go a further.**

**Booking forms and further details are available at [www.fsb.org.uk/salisbury](http://www.fsb.org.uk/salisbury) or contact Tony Quinn on 01980 621254 or at [tony@bansheeevents.com](mailto:tony@bansheeevents.com).**

Open to members and non members, hot drinks & light refreshments will be provided.

The FSB does **NOT** necessarily endorse the content of this presentation.

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