

## From Classroom to Career: Breaking into the PR Industry

Breaking into the PR industry can be tough. Competition will be fierce. So graduates will need to stand out. One of Queensland's largest PR consultancies, BBS, has developed a special course to help PR, communications and journalism graduates find work in the PR industry.

The course includes two half-days. Participants can complete either one or both of the half day sessions.

### Course 1: Getting into the PR Industry

This half-day course will provide an insight into:

- How the PR industry really works
- The difference between working in a consultancy and in-house (government and private sector)
- How consultancies operate, including billing, business development, client servicing
- How in-house professionals operate, including approvals processes, budget management
- What employers are looking for in graduates
- How to write a memorable resume and present a portfolio
- How to present in interviews
- How to deal with the media

It will also provide hands-on training in:

- Job interviews, including how to answer those tricky questions

The hands-on training will be based on role plays, with each individual receiving personal feedback. The training will be conducted by executive management, who are experienced trainers.

Each participant will also receive a one-on-one session with a member of our executive management to refine their resumes and portfolios.

### Course 2: Getting Started in the PR Industry

Many graduates start with a part-time role or a short contract. So it's crucial that you can prove your value from day one.

This half-day course will provide tangible skills to help graduates make their mark in the workplace.

It will provide:

- Intensive hands-on training in media writing under pressure – (for interview tests and for on-the-job)
- How to approach and deal with media
- Up-to-date overview of who's who in Queensland Government and Brisbane City Council, including responsibilities under the new lobbying register
- Networking skills to ensure you forge effective and long-lasting relationships with working professionals in the PR industry

The media training will be conducted by former journalists and will include interviewing clients to gather a newsworthy angle, and then writing quickly and professionally under tight deadlines.

Each participant will receive personal feedback.

The networking training will be based on role plays. It will be conducted by executive management, who are experienced trainers.



## Booking Form / Tax Invoice

Established in 1989, BBS is a strategic communications consultancy servicing clients across Australia and New Zealand. We work across the full communications spectrum including strategy development, media relations, financial and investor relations, event management, community engagement, digital PR, branding and marketing, issues and crisis management, and government relations.

Our award-winning staff include former daily metro journalists, policy and media advisors from state, federal and local government, and finance professionals.

Some of our clients include the Queensland Government, Brisbane City Council, Eagle Boys Pizza, Brumby's, Lend Lease, Leightons, and Queensland Tourism Industry Council.

### Fees

Module	Subtotal	GST	Total Incl GST per person
Course 1 – date tba	\$295.00	\$29.50	\$324.50
Course 2 – date tba	\$295.00	\$29.50	\$324.50
Both Courses	\$500.00	\$50.00	\$550.00

<b>Participant Name/s:</b>			
<b>Billing Address:</b>			
<b>Phone:</b>		<b>Fax:</b>	
<b>Email:</b>			

Course	No. of Participants	Cost incl GST
1. Getting into the PR Industry		
2. Getting Started in the PR Industry		
<b>Total Cost Incl GST</b>		

<b>Payment is required upfront.</b>	<b>This document will become a Tax Invoice for GST purposes when payment is made. (ABN 34 010 899 779). A confirmation receipt will be sent upon processing.</b>		
<input type="checkbox"/> EFT	BSB 034 111, A/c # 139107, Westpac Bank, A/c Name: Brumfield Bird and Sandford Pty Ltd		
<input type="checkbox"/> Cheque	Payable to "Brumfield Bird and Sandford Pty Ltd" Pls post chq with copy of form to Financial Controller, BBS, GPO Box 2902, Brisbane, 4001		
<input type="checkbox"/> Credit card	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa	Cardholder Name:	
	Card Number    ____ / ____ / ____ / ____	Expiry Date __ / __	
	Cardholder Signature:		

**communications ■ public relations ■ business advisors**