



# PR & CONTENT INSPIRATION FOR YOUR VISITOR ATTRACTION IN 2025

A one-day PR & online content course for heritage attractions and other visitor attractions

Jane Hunt, (MCIPR, PRCA, CIM), winner of 67 PR & content awards at Catapult PR

Course created by a national & regional winner of PR & content awards for heritage & visitor attractions.



27 FEBRUARY, 2025



9.30 AM - 4.30 PM



ONLINE BY ZOOM



0333 2424062  
CATAPULT PR

**EARLY BIRD DISCOUNT**

**£450 if booked before February 14, 2025.**

**£530 thereafter.**

Prices inclusive of VAT

**USE CODE EB25 at checkout**

**BOOK NOW! PLACES LIMITED**

<https://buy.stripe.com/4gw297gbA2uDf5e3cd>

## MORNING SESSION

9.30 - 9.45 AM

Understanding the heritage attraction/visitor attraction customer and their needs and wants, referencing specially commissioned research

9.45 - 10.20 AM

How to tell your story effectively through the media (and why that matters). Learning to value online/offline editorial and master the art of appearing in it through PR.

10.20 - 11 AM

How to generate ideas for your PR storytelling: tools to use and idea-generating prompts.

11.20 - 11.35 AM

Learn to love your 'blog' or 'news' area  
How your 'news' articles can help you rise up the Google rankings

11.35 - 11.50 AM

Tools to help with your blogging including AI. Learn to tap into resources that can assist you.

11.50 - 12.30 PM

How to manage your blog posts through Wordpress. Rules to follow.

Free content planning ideas calendar included.



# PR & CONTENT INSPIRATION FOR YOUR VISITOR ATTRACTION IN 2025

## Reasons to join the course

-  Improve your marketing for more footfall & online exposure
-  Get inspiration & potential ideas
-  Pick up tips on great tools to use
-  Get a free content planning asset

**BOOK NOW!**  
**PLACES LIMITED**

<https://buy.stripe.com/4gw297gbA2uDf5e3cd>

**CHECK OUT OUR CREDENTIALS AT  
WWW.CATAPULTPR.CO.UK**

**REDEEM £80 EARLY BIRD DISCOUNT BY  
FEB 14, 2025! - CODE EB25**

### AFTERNOON SESSION

**1.15 - 1.45 PM**

Repurposing materials for added value  
How to make the very most from the content you create.

**1.45 - 2.15 PM**

Adding value in other ways; giving your visitor even more.

**2.15 - 2.40 PM**

Could you benefit from a podcast and how would you go about it? Guidance on how to incorporate audio into your marketing outputs.

**3PM - 3.30 PM**

How to generate ideas for your social media posts.

**3.30 - 4.15 PM**

Planning your content strategy online. Tools and tactics. Course attendees will receive a FREE skeleton content planner to assist their social media strategy.

**4.15 - 4.30 PM**

Q&As.