



SPREAD THE NEWS ABOUT YOU

June: The next *Star Entrepreneur* media training event for business owners and entrepreneurs takes place on July 10th at the British Library, central London. The event focuses on how you and your business can get media coverage in newspapers, magazines and beyond.

Jamie Oliver, business journalist for **The Daily Telegraph** and other small business-related publications, will talk about who and what makes a great business story. David Lester, the entrepreneurial founder of **Crimson Publishing**, publisher of *Growing Business* magazine among others, will then share his expertise on raising a company's profile via business magazines.

Sally O'Sullivan, one of the UK's most successful and respected consumer magazine editors, and now chairman of customer magazine publishing firm **August Media**, will then look at how customer magazines operate and how they could be the answer for you.

Then it's time for the PR experts. Francis Ingham, director general of the **Public Relations Consultants Association**, will explain how PR agencies operate and outline how to choose the most appropriate one for you. Paula Gardner, founder of **Do Your Own PR**, will then tell you how to use PR to create interest, keep up with and surpass the competition.

Adrienne Routledge, founder of **Sapphire PR**, a specialist business-to-business public relations agency, will talk about how to get the most out of a PR agency while **Kaizo** CEO Crispin Manners will cover word-of-mouth marketing and how it can boost your sales and business.

The inimitable Keith Elliott, a former Fleet Street journalist and chairman of Europe's largest media training company **PMA Training**, will open the day and explain how every business has a great story.

Introduced by **Caspian Publishing** founder and business editor Matthew Rock, the day boasts nine experts for only £90 per ticket.

The session, organised by a new entrepreneur-focused company GMT Events, takes place at the British Library's Business & IP Centre on July 10th. Doors open at 9:30am and the events run from 10am until 1pm, including a break for networking. To book, visit www.gmtevents.co.uk.

Although it's what they all say, tickets really are limited and selling fast.

