

Ed Shiller, media relations expert, author and trainer, is offering seven of his acclaimed half-day, one-day and two-day communications workshops in Halifax, Toronto, Ottawa, Winnipeg, Regina and Vancouver.

They are:

Writing Effective News Releases (full day. \$895 plus GST or HST)

Halifax on June 26, 2007

Regina on August 21, 2007

Toronto on September 18, 2007

Ottawa on October 25, 2007

Communicating in Crises (half day - morning. \$495 plus GST or HST)

Toronto on October 16, 2007.

Enhancing the News Values of Your Story (half day - afternoon. \$495 plus GST or HST)

Toronto on October 16, 2007

The Do's and Don'ts of Dealing With the Media (half day - morning. \$495 plus GST or HST)

Toronto on June 11, 2007, and November 13, 2007

Ottawa on October 24, 2007

Preparing for Media Interviews (half-day - afternoon. \$495 plus GST or HST)

Toronto on June 11, 2007, and November 13, 2007

Ottawa on October 24, 2007

Strategic Communications (full day. \$895 plus GST or HST)

Halifax on June 27, 2007

Toronto on August 14, 2007

Winnipeg on October 2, 2007

Ottawa on October 23, 2007

Vancouver on November 27, 2007

Generating Positive Media Coverage (two days. \$1,495 plus GST or HST)

Toronto on June 19 & 20, 2007, August 15 & 16, 2007, September 19 & 20, 2007, October 17 & 18, 2007, and November 14 & 15, 2007

Regina on August 22 & 23, 2007

Winnipeg on October 3 & 4, 2007

Vancouver on November 28 & 29, 2007

These interactive workshops are designed for executives, spokespersons and public relations and marketing specialists who deal with the media or are responsible for the development or implementation of communications strategies and programs.

Each workshop is an entertaining and informative experience that will enable you to significantly improve the effectiveness of your organization's communications activities. You will be stimulated and challenged as part of a small, tight-knit group. The workshops feature extensive discussion and real-life examples, with plenty of individual attention. Everyone has ample opportunity to ask questions and delve deeply into topics of particular interest.

For details about the workshops and to register, please visit www.edshiller.com or call Ed Shiller directly at 416-496-2243.

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