



Unlocking the Power of PR

By Ardi Kolah - CEO, Guru in a Bottle



Monday 26 April 2010, 6.30pm
Corus Hotel, Lancaster Gate, London W2 3LG

Programme

- 6.30pm: Registration
- 6.45pm: Presentation "Unlocking the Power of PR"
- 7.45pm: Q&A
- 8.00pm: Refreshments and Networking
- 9.00pm: End

What is the workshop about?

Many business people think public relations (PR) is just about spin. If you're one of those who do, then this talk will make you think again!

According to one of its leading practitioners, PR is one of the most cost effective tools available as it is using reputation of a brand, service/ product/supplier in order to build trust and confidence with chosen markets and customer segments through an independent and trusted channel - the media.

However, in order to drive your business forward, you need to adopt a robust approach to thinking about what makes something of interest to the media - whether the information should be packaged as a news release, background brief or case study.

This evening promises to reveal some of the secrets of successful PR that can help you achieve your business and organisational objectives!

About the Presenter



Ardi Kolah is CEO of Guru in a Bottle, a leading sales, marketing, communication and presentation training company, based in London (www.guruinabottle.com).

Ardi has been one of the most influential voices in global sales & marketing and communication industries for the past decade and is a prolific conference speaker/chairman and author on all aspects of sales and marketing and communication.

In 2001, Ardi was asked by the Lord Mayor of London, Alderman Clive Martin, to be the guest speaker before 500 of the UK's leading creative industries' leaders at the "Britain Creates" luncheon at Mansion House in the City of London.

In 2003, he was independently ranked by the Chartered Institute of Marketing as one of the top 50 gurus in the world on marketing alongside Philip Kotler, Seth Godin, Malcolm Gladwell, Martin Lindstrom, Don Peppers and Sergio Zyman. In

2004, Ardi appeared in the 40th anniversary special edition of Admap as one of 40 marketing gurus to share their vision of the future of communications, with contributions from Sir Martin Sorrell and Clive Humby.

A post-graduate LL.M international law degree from University College and King's College London, Ardi has worked with some of the world's leading organisations including Andersen Consulting, BBC, CMG plc, World Health Organisation, Defence Academy of the United Kingdom, Royal Navy, Royal Air Force, MOBO Organisation, Ford of Europe, Shell, Cranfield University, Imperial College London, International Cricket Council and WPP plc.

He has achieved in excess of £2m in global book sales and is often the key note speaker at sales & marketing and communication conferences around the world.

A Fellow of the Chartered Institute of Marketing, the Chartered Institute of Public Relations, the Institute of Sales & Marketing Management, the Royal Society of Arts and a Liveryman of the Worshipful Company of Marketers.

He has received numerous awards for his work including the Sword of Excellence Award from the Chartered Institute of Public Relations, the prestigious Hollis Award in sponsorship and was named outstanding individual in education and training by the Chartered Institute of Public Relations in 2005.