

## Promoting Private Hospitals

### A One Day Hands-On workshop to learn the tricks and tips of promoting your private hospital to the wider world

APHA is pleased to announce 'Promoting Private Hospitals: A Public Relations workshop for private hospital staff'. If you or your staff want to learn the tricks of the trade in dealing with the media, issues & crisis management, making your website more engaging and the opportunities of social media like Twitter or Facebook, then make sure you register your interest for this one day workshop on 20 October 2010 from 9am to 5pm in Sydney at the Hilton.

#### Who Should Attend?

Anyone working at a private hospital who is responsible for marketing, public relations and communications should attend. Whether you are a CEO who manages hospital communications as just one hat you wear or a dedicated marketing and communications specialist working at a private hospital, this workshop will provide hands-on materials for you to take home and implement.

#### Synopsis of the Day

The morning will be split into two sessions both run by Edwina Gatenby who is an ex-journalist and now runs a communications consultancy and does media training. The first will be on proactive media relations – how to identify a story worth media coverage, how to set up a media protocol for your facility if you don't have one already, basics of putting together media releases, how to talk to journalists and get stories covered.

The second session will focus on media crises and how to deal with them including three or four case studies from hospitals that recently have had crises to explain what happened and how they handled it. The group will then dissect the case studies and see what worked and what could have been handled better.

The afternoon will again be split into two sessions. Justin Barrie will present a session on using the web as a marketing and communications tool. He'll look at why the web is important, how patients use the web when thinking about going into hospital, and give case studies on what works and what doesn't.

Brian Gleeson from Ogilvy 360 (and one of the best social media gurus in Australia) is going to do the final session on facebook/twitter and social media – again looking at the potential for hospitals but also the pitfalls.

#### Cost and Registration

This full day workshop will cost \$125.00 for each delegate.

To register see the next page.

This event is proudly sponsored by:





## REGISTRATION FORM

### Promoting Private Hospitals

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Participant name

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Hospital Facility

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Position at the Facility

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Address of the Facility

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I wish to register for the Promoting Private Hospitals workshop at the Sydney Hilton on 20 October 2010.

Cheque enclosed for \$125.00 (incl GST) \_\_\_\_\_ OR

Please debit my credit card \$125.00 (incl GST)

Card type

Visa       MasterCard       American Express

Card Number: \_\_\_\_\_

Expiry Date \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

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**Please fax back to Lisa Ramshaw at APHA on 02 6273 000.**