

# Business Bites

## How to use the Media

Steve Davis, Senior Consultant with marketing consultancy, Patrick Baker and Associates, and a former journalist, will conduct an interactive session to answer all your questions about how the media works and what makes them listen to or ignore story ideas from small businesses.

In this session you will:

- Consider whether media coverage is important for your business
- Gain an insight into how the world looks from a newsroom
- Learn what attracts media interest and what scares it away
- Discuss possible story ideas (bring some along to share with the group)
- Look at the key elements of a media release

Afterwards enjoy a light lunch while networking with other small business people.

Online bookings [www.bec.org.au](http://www.bec.org.au)

<b>Date:</b>	Friday 26 March 2010	<b>Venue:</b>	Inner West BEC Training Room
<b>Time:</b>	12.00pm - 1.30pm		Adelaide University Research Park
<b>Cost:</b>	\$20.00		30 - 32 Stirling Street
<b>RSVP:</b>	Wednesday 24 March 2010		Thebarton

**BUSINESS BITES - HOW TO USE THE MEDIA REGISTRATION FORM**  
**This section will also act as a tax invoice when forwarding a payment**  
**ABN: 58 886 026 448**

**Please send your payment along with the completed form below to**  
**PO Box 160, Torrensville Plaza, 5031 or fax to 8159 8711**  
**For online bookings go to [www.bec.org.au](http://www.bec.org.au)**

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