

Programme

- 09:15 Arrival**
Registration and Coffee
- 09:45 Introductions**
Gerald Bowey, chief executive, IBP Services
- 10:00 What the papers say - Richard Northedge**
A review of the morning's national newspapers and a selection of that week's business press.
- 10:30 First Workshop Sessions**
Red Group - tv and radio broadcasting - **Michael Green**
Blue Group - writing techniques - **Ian Cundell**
Green Group - online media - **Deborah Kamofsky**
Yellow Group - photography - **Grant Smith** and **Gwen Thomas**
- 11:30 Second Workshop Sessions**
Red Group - writing techniques - **Ian Cundell**
Blue Group - online media - **Deborah Kamofsky**
Green Group - photography - **Grant Smith** and **Gwen Thomas**
Yellow Group - tv and radio broadcasting - **Michael Green**
- 12:30 Buffet lunch and networking**
IBP will invite journalists to join us at the lunch break to talk to delegates on a one-to-one basis.
- 13:15 Third Workshop Session**
Red Group - online media - **Deborah Kamofsky**
Blue Group - photography - **Grant Smith** and **Gwen Thomas**
Green Group - tv and radio broadcasting - **Michael Green**
Yellow Group - writing techniques - **Ian Cundell**
- 14:15 Fourth Workshop Session**
Red Group - photography - **Grant Smith** and **Gwen Thomas**
Blue Group - tv and radio broadcasting - **Michael Green**
Green Group - writing techniques - **Ian Cundell**
Yellow Group - online media - **Deborah Kamofsky**
- 15:15 Tea + group discussion, conclusions and summary**
- 16:00 Close**



COMMUNICATIONS MASTERCLASS COURSE

in association with

The Building Centre
information and inspiration

Thursday 20 September 2007
commencing at 09.45

The Building Centre
26 Store Street, London WC1

Communications Masterclass one day course

The aim: This Masterclass aims to give a clear understanding of the way the media village thinks and works - and the way a company can shape its external and internal communications to gain competitive advantage, protect and enhance its reputation and add value for shareholders, employees and customers.

The Masterclass input: A close-up view of current, fast-changing world of the media; what makes news; what drives journalists and their editors; whether the media is friend or foe; and why a successful public relations strategy is vital for businesses and other organisations.

Because experience is the best teacher, IBP has brought together a team of communications professionals and incorporates hands-on workshops in broadcast and written communications, and sessions on the power of the photo image and the new opportunities and threats posed with online media.

Together our team will show how good, systemic communications in all the disciplines can work to build positive opinions among key stakeholders and give your organisation a head start in the constant battle to win the respect in the marketplace that marks out the winning companies of the future.

The organisers: International Building Press (IBP) is an influential body with a membership that includes editors, journalists, communications managers, information officers and PR consultants working in the construction, design and property industries. IBP's primary focus is to encourage and promote high standards of communication throughout the Industry.

The Building Centre is recognised as an independent forum for the Construction Industry and a centre of activity that provides knowledge and information about design, construction and materials. Along with On-line facilities and a Showcase Gallery promoting the use of materials and produces from both home and overseas, the Centre also provides an authoritative reference and research service used by building professionals and product manufacturers. It is now the home of New London Architecture established to provide a focus for what is happening now in architecture, planning and development in London. In addition the series of seminars and debates organised by the educational division of The Building Centre, continues to grow and inform with a well established programme through to 2008 utilising the new 200 seat Seminar Suite.

Go to www.buildingcentre.co.uk

The IBP Masterclass team:

Richard Northedge City and financial journalist

Former deputy City editor, DailyTelegraph and Editor The Business. Currently writes for Sunday Telegraph, City A.M. Spectator and The Times.

Michael Green broadcast journalist & PR consultant

Former industrial correspondent ITN News and public relations director, British Coal working with **Malcolm Hicks** cameraman/editor.

Ian Cundell freelance writer & consultant

Former journalist on Estates Times, Property Week and The Times.

Deborah Kamofsky Communication Designer, Anderson Fraser

The impact of new media on the tools and tactics of stakeholder relations.

Grant Smith award winning freelance architectural photographer

If a photograph is worth a thousand words what makes a great photograph?

Gwen Thomas executive director, legal and business affairs, Association of Photographers

Commissioning and copyright for publication and the website.

Who should attend?

This intensive and reactive whole day course provides a valuable insight into traditional and electronic methods of communications and discusses the skills needed to make your press release or news item count. Numbers will be kept to no more than 24 delegates, to facilitate individual workshops throughout the day, and is designed to assist communicators who have recently come into the industry as well as managers at all levels of communication.