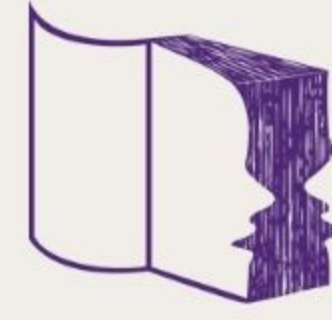




香港教育大學
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語文教育中心
Centre for Language
in Education

Promotional Materials: Writing a Press Release

Join us to learn the fundamentals of crafting an engaging press release in English to promote a product or event!



**TUESDAY,
22 & 29 Oct 2024**

14:30 - 16:30

**ROOM H
(ASLLC B3-G-05)**

**For enquiries, contact us at
asllc@eduhk.hk**

IN THIS WORKSHOP, YOU WILL STUDY THE KEY ELEMENTS OF A PRESS RELEASE, INCLUDING ATTENTION-GRABBING HEADLINES, CONCISE AND COMPELLING BODY CONTENT, AND THE STRATEGIC INCLUSION OF RELEVANT INFORMATION TO GENERATE MEDIA ATTENTION AND EFFECTIVELY COMMUNICATE YOUR MESSAGE.

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