

# Public Relations for Small Businesses

## FREE CAPACITY BUILDING WORKSHOP FOR SME's & SOCIAL ENTERPRISES

GRREC Temporary Visitors Centre | 425 Polmadie Road | Glasgow | G42 0PJ

**Monday 10<sup>th</sup> November 2014 | 12:00 – 14:00 hrs**

Part of the FTSE 250 Pennon Group, Viridor is Scotland's leading recycling, renewable energy and sustainable waste partner. Working with 96% of Scottish local authorities, public bodies and Scotland's leading businesses, Viridor operates a £100m Scottish network of advanced recycling infrastructure and is investing £500m to translate Scottish zero waste policy into practice.

Viridor is working with Glasgow City Council to design, build finance and operate a European class modern recycling and renewable energy centre to better manage the city's 200,000 tonnes of residual waste that until now would have gone to landfill. The £154m project will deliver a broad range of opportunities for small businesses and social enterprises including a commitment to support a programme of capacity building workshops.

### Public Relations – for Small Businesses

- What is PR and how can it help my business?
- How to get started
- Your business narrative
- What makes a good story?
- Release writing and 'selling it in'

Workshop led by Martin Grey MA, MSc, MCIPR  
Member of the Chartered Institute of Public Relations

**TO REGISTER:** [transformingwasteinglasgow@viridor.co.uk](mailto:transformingwasteinglasgow@viridor.co.uk) | 0141 301 1212  
[www.transformingwasteinglasgow.com](http://www.transformingwasteinglasgow.com) | visit [www.viridor.co.uk](http://www.viridor.co.uk)



**Local business and enterprise**