

## PR-Net wields the sword against poor practice

Now in its 10th year, PR-Net, the peer network for communications professionals, cuts through the media winging about standards in public relations practice with four upcoming sessions that bring some of the land's most seasoned editors and media trainers to the PR industry.



On Thursday, 12 April, editor, broadcaster and media consultant, Les Aupiais, will share her insights into working with the media during a crisis while, on 26 April, *Cape Town Magazine* MD Marcus Zandhuis, speaking on behalf of the media and Mango OMC managing director, Nicole Capper, speaking on behalf of the PR industry, will explore which behaviours bug the other.

On 3 May, editor Raymond Joseph shares tips on how to stop your media release from getting spiked, and on 11 May, editor Ryland Fisher speaks about best practice when it comes to dealing with the media.

All sessions are between 5.30pm and 7.30pm in the evening except for Friday's which is from 9am.

"PR-Net has succeeded in not only securing A-list speakers but also hot venues such as the Free World Design Centre in Cape Town and the newly revamped Alphen Hotel in Constantia", says founder Brian Berkman.

Membership to PR-Net is free and people only pay for meetings for which they book.

For more information go to [www.pr-net.co.za](http://www.pr-net.co.za).