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Bedfordshire and Cambridgeshire Wing
Air Training Corps



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PRESS RELEASE

Staff and Civilian Committee members from Beds & Cambs and Herts & Bucks Wing combined on 22nd January for a Media Handling Conference held at RAF Henlow. The Conference was run by Flt. Lt. Margaret Bell, Beds & Cambs Wing CCO and Flt. Lt. Philip Jones, Herts & Bucks Wing CCO, with guest speakers Sqn Ldr Alan Wiggins, the RCCO and Plt Off Ben Wilkinson a journalist by profession.

The programme took the attendees through what is PR and Corporate Communications and what it can achieve, writing effective Press Releases, Scenarios, how to take effective PR photographs, Recruitment, the Corporate image and Crisis Management, ending with a question and answer session.

It is hoped another Conference will take place later in the year.

Margaret Bell

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Distribution

WHQ
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Encl: 3 Photos



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