

Your Letter Head ¹

Contacts: *Your Name* ²
Your Company
Your Address

Jason Harrison ³
National Association of Goldsmiths
78a Luke Street
London EC2A 4XG

Your Phone Number
Your Email

020 7613 4445 (option 1)
Jason@jewellers-online.org
www.jewellers-online.org

DATE ⁴

News Release

LOCAL JEWELLER'S PROFESSIONAL QUALIFICATION TRIUMPH

A *[where you live + man / woman]* ⁵ is celebrating after gaining the internationally renowned Professional Jeweller's Gemstone Diploma from the National Association of Goldsmiths. *[Your Name]* of *[your company & address]* ⁶, who spent *[length of study]* ⁷ studying the distance learning course, is now recognised by the Association as a professional jeweller and may use the letters PJ Gem. Dip. after their name.

"I am thrilled to have passed the course. I have worked so hard, as well as work full time, but I am already putting my new knowledge to use and it's the customers who get the benefit. I can now really help them get the perfect gemstone for them" said *[your name]*, who has worked for the company for *[length of time]*.⁸

The Diploma is a nationally recognised professional qualification for jewellers aimed at enhancing customer service, increasing consumer confidence and providing essential staff leadership, motivation and management skills.

Michael Hoare, chief executive of the National Association of Goldsmiths said "I applaud *[your name]* on their achievement and for their commitment to excellent customer service. Customers don't always know who to trust when buying gemstones, but by asking if the person serving has the Professional Jeweller's Gemstone Diploma, they know that they will get the right advice, information and support."

[your company] is situated *[where]* and specialises in *[what]*.⁹ *[Your name]* will officially receive their Diploma at a prestigious award ceremony to be held at Goldsmith's Hall in London in March.

-Text Ends-
Photos attached¹⁰



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YOU'VE PASSED... NOW TELL EVERYONE!

Congratulations on getting your Diploma. Now all the hard work is over it is time to celebrate and what better way to celebrate your success than telling everyone all about it?

Most local newspapers now have community pages and are always looking for local interest stories. This is the perfect place to publicise your achievement, get some free marketing for your business and probably a few extra brownie points from the Boss too.

Getting into the local press is not as hard as you think. All you need to do is write a press release and send it off, preferably with a photo and within a few days your story will appear in print. To help you, we have come up with an easy-to-use press release template and some top tips. If you need any more advice or help, you can contact Jason on 020 7613 4445 (option 1) or at Jason@jewellers-online.org, who will be happy to help you get your story printed.

To use our template (overleaf), you simply need to change all the information in red. The following notes should help:

1. Print your news release on your company's headed paper so that the paper knows exactly who you are straight away. If you are emailing the story, still include a logo.
2. Put in **all** your contact details. Journalists may want to speak to you, but they work to tight deadlines, so don't have a lot of time to track you down.
3. The NAG is always happy to talk to any press on your behalf. Just make sure Jason has a copy of any press releases first!
4. Make sure you put the date, so that they know the story is still relevant.
5. Local papers want local stories, so highlight where you are from straight away. *i.e A Norwich man / A Stafford woman...*
6. Tell readers / potential customers where to find you and your store.
7. How long did you study for?
8. This is your chance to say what the diploma means to you. Maybe it was really difficult to study and work full time. Maybe you have not taken an exam since school and you are happy to now have a qualification. The more you can show how much you have achieved, the more likely your story will be printed.
9. Sell your company! Tell readers why they should come to you.
10. You are far more likely to get your story printed if you include a photo. Make sure you have the right to use the photo and that everyone in the photo is happy to be in the paper. Try and get your shop name in the background too! (when sending by email photos will need to be high resolution and in jpeg format)

**Remember your press release should NEVER be more than one side of A4.
You are probably not the only person to have gained a NAG diploma in your area.**

Once you have written your release. Send it to the local press. You will find contact details in the newspaper. You should always try to email your stories and picture, where possible.

Finally, make sure you send the NAG Education Department a copy of your press release and a copy of any printed stories!



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