

€ TRAINING

Public relations course and negotiation skills
influence and persuasion



26 - 30 May 2019
London (UK)



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REF: M12398 DATE: 26 - 30 May 2019 Venue: London (UK) - Fee: 4500 Euro

Overview:

This course will take you step-by-step through proven approaches to Public Relations PR planning and management. By following these steps, PR professionals will achieve results that can be measured and reported back to top management, and directly contribute to the organization's success by enhancing its reputation and improving its relationships.

You will be shown how the fundamentals of PR are vital, and how significant they are to understand organizational reputation and relationships. A PR professional can often be in a challenging, difficult and even confusing situation. Therefore, attending this course will enable you to develop the skills needed to present practical and achievable plans that win the confidence of management.

The course Content:

Introduction to Public relations:

- Foundations of Public Relations.
- Public Relations Components and Planning.
- Key Target Audiences.
- Media Relations.
- Traditional and New Media Outlets.
- Effective Media Relations.

Public relations skills:

- Writing for Public Relations.
- Social Projects and Public Relations.
- Public Relations in Social Marketing.
- Methods of Social Public Relations.
- Crisis Events and Plan Preparation.
- Crisis Management and Public Outreach.

Negotiation skills for PR:

- Negotiations.
- Understanding the Negotiations process map.
- Building trust.
- Negotiations strategy.
- A negotiated agreement.
- Conflict Management.
- Prepare for Negotiations.
- Engage in Negotiations.
- Finalize Negotiations and Communicate Agreement.
- Evaluate Negotiation Processes.

Managing influence and persuasion:

- Understanding influence and Persuasion.
- Understanding the communication cycle.
- Analyse the Communication Pyramid.
- Know the power of words in the communication process.
- Understanding the brain, during the communication process.
- Understand the keys to successful public speaking
- How to develop and present a vital speech.
- How to dress professionally and appropriately.
- Find out the right and wrong ways in body posture.
- How to use your voice effectively.
- Discover the power of illustrations and stories.
- Learn how to overcome Public speaking fears.
- How to listen actively and respond accordingly.
- Know the power of influence.

Communicating and Presenting Effectively:

- how to organize your presentation.
- How to prepare and present a computer/Power Point presentation.
- what to do prior to a presentation.
- Understand the impact of Visual communication.
- Understand the psychology of the Smile in communication.
- How to present to a cross-cultural audience.
- Observe what features attract an audience.
- how to analyse your audience.
- Using positive visual imaging.
- How to use the telephone effectively and professionally.
- How to an effective decision maker, in the communication process.
- How to use strategic communication negotiation skills.
- Discover the 9 Keys to making an effective presentation.
- Learn how to develop a systematic filing system.
- Learn how to obtain good source material.

Applying Personal Influence and Persuasion:

- Applying Personal Influence and Persuasion.
- Analyse the 9 strategic principles for effective communication.
- Apply these Communication principles into a "Plan of Action" for your life and incorporation into your Company infrastructure.
- How to be proactive and make things happen.
- Essential communication practices for ongoing success.