€TRAINING

Public Relations Management for Corporations



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Introduction:

The Public Relations Management for Corporations program is a specialized training program designed to equip professionals with the skills and knowledge necessary for effectively managing corporate public relations strategies. It encompasses various aspects of communication, reputation management, and stakeholder engagement tailored specifically to the corporate environment. Through a combination of theoretical learning and practical application, participants gain the expertise needed to navigate the complex landscape of corporate PR and drive organizational success.

Program Objectives:

At the end of this program the participants will be able to:

- List the functions of public relations in a changing environment.
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional.
- Practice the key communication skills and techniques essential for performing their PR duties.
- Implement their know-how to communicate effectively with the internal and external publics of the organization.
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication.
- Prepare and execute a press conference.

Targeted Audience:

- Managers, supervisors, and officers experienced in public relations.
- Other key personnel whose work involves contact and interaction with the internal or external public.
- Marketing, sales, training, and administration departments.

Program Outlines:

Unit 1:

PR in a Changing Environment:

- The origin, development,definition, and scope of PR.
- Objectives of PR.
- Guiding principles of PR professionals.
- PR campaigns.
- New roles and perspectives.
- The role of PR in building and supporting the image of the organization.

Unit 2:

The functions of PR:

- Management principles.
- Planning and organizing the activities of PR.
- Leading and controlling PR projects.
- Ingredients of successful PR planning.
- Main qualities of PR professionals.
- PR position in the organization.
- Responsibilities of the PR professional.

Unit 3:

PR and Communication:

- Effective Communication Strategies for Internal and External Audiences.
- Essential Components of Communication.
- Understanding Communication Diffusion and Effects.
- Characteristics of Effective PR Communicators.
- Functions of Communication in PR.
- Strategies for Overcoming Communication Barriers and Nonverbal Communication Skills.

Unit 4:

PR Professionals: Bridging Internal, External, Oral, and Written Communication:

- Understanding and dealing with difficult personalities.
- Types of Verbal Communication.
- Preparation Strategies for Presentations and Speeches.
- Rehearsal Techniques and Verbal/Nonverbal Skills in Delivery.
- Writing Techniques for Various Media Formats.
- Crafting Press Releases and Newsletters.
- Designing and Producing Effective Brochures.

Unit 5:

Press Conferences:

- Defining a press conference and its reason.
- Conducting a press conference.
- Preparing a media and press kit.
- Building good relations with the media.
- Principles of dealing with the press during a crisis.