

€ TRAINING

Advanced Public Relations





Advanced Public Relations

Introduction:

Communications and PR are at the heart of the business performance. Modern methods, tools, and channels have greatly increased its power. This lively and challenging program is focused on developing skills and competence to practice effectively in today's organizational environment.

Course Objectives:

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

- Examine the role of Communications/PR in the 21st Century Organisation
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write a clear PR/Communications brief
- Plan communications activity to meet client need
- Learn how to develop an electronic PR/Communications Centre
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness

Targeted Audience:

- PR Managers, PR Executives & PR Officers
- Public Affairs Professionals
- Marketing Professionals
- Branding, Product & Marketing Managers
- Communications professionals who want to update their professional skillset

Course Outlines:

Unit 1: The 21st Century Communicator:

- Introduction and welcome
- Goal setting for the program
- The role of Communications PR in the organization
- The range of media and channels
- A problem-solving approach to PR
- Personal goal-setting for the program

Unit 2: From Theory to Successful Practice:

- Communications models: implications for practice
- Psychological themes and construction in practice
- The art of influence and persuasion
- Ethics and communications
- Organizational transparency and communications
- Taking and interpreting communication briefs

Unit 3: The Medium is The Message:

- Managing stakeholder relations
- Managing government relations
- Choosing channels - matching media to tasks and stakeholders
- Writing and editing a newsletter, newspaper or magazine
- Writing for the web
- Organizing events and exhibitions

Unit 4: Management Of Communication:

- Improving the power of communications in the organization
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management

Unit 5 - Putting it All Together:

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your visibility
- Networking and effectiveness
- Team working and your effectiveness
- Time management and work planning
- Summary and Conclusion