

€ TRAINING

Seminar: Essential Skills for the New
Manager & Supervisor





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Introduction:

Sustained public relations campaigns can help drive strategic organizational change, build public perceptions, and drive reputation with key stakeholders. Well planned and executed campaigns are a cost-effective means of changing perceptions and increasing stakeholder value for an organization.

This powerful program takes a problem-solving approach to the design of PR campaigns. By closely fitting the campaign to core business priorities as well as project objectives campaign design reinforces key messages and organizational strategy. Participants will develop the skills to design, plan, cost, deliver, and evaluate campaigns using the full range of PR media and channels. Case study examples in print and video will be used throughout. Action planning for the workplace to put ideas into action is a strong feature of the program.

Course Objectives:

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

- Examine the range of PR campaigns and the purposes that they can achieve.
- Develop a problem-solving approach to match the PR campaign strategy to business objectives.
- Plan PR campaigns to meet the need to set clear objectives with behavioral outcomes and measurable results.
- Examine a wide range of successful campaigns to judge the different strategies and use of channels and media.
- Measure the risk presented during a campaign by increased public and media scrutiny and to plan to mitigate these risks.
- Learn how to evaluate PR campaigns to demonstrate success to the business and to develop campaign methodology.

Targeted Audience:

- Managers & Supervisors
- Team leaders
- Employees who want to gain great skills & knowledge to improve their career

Course Outlines:

Unit 1: Effective PR Campaigns:

- Welcome and introduction.
- Perceptions of PR among senior managers.
- The global information village.
- Putting a cash value on reputation and the PR that builds it.
- PR campaigns - their use and their risks.
- Case study examples - what works and what does not.
- Practical example - tackling a business challenge.
- An introduction to evaluation.

Unit 2: A Problem-Solving Approach to Campaigns:

- Brand, identity, and image, the basis of reputation.
- Assessing your reputation and the use of the "gap" analysis.
- The origins of PR and its foundations in the social sciences.
- Business strategy and problem identification.
- Problem-solving methods - choosing the right one.
- Problem analysis - desk research, stakeholder analysis, PEST, and SWOT.
- Setting measurable objectives.
- Force field analysis and risk identification.

Unit 3: Channels, Delivery, and Evaluation:

- From strategy to tactics.
- Environmental scanning.
- Developing a media relations plan.
- Crisis media relations.
- Principles of evaluation.
- Research tools and methods.
- Channel effectiveness and use of media.
- Social media and tools.
- Using influencer strategies to multiply effectiveness.