

# € TRAINING

Seminar: Advanced Public Relations



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### 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: Management Of Communication:

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