

€ TRAINING

Seminar: Advanced Public Relations
Management for Corporations





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Introduction:

This program provides the Public Relations and Service Department Managers the essential skills to create goodwill for your products, services, and ideals. It aims to assist you to do an effective job of building the Image of your Organization or department. It discusses the art and techniques for effective public relations Image Building. Image building is discussed as an essential planned activity: including PR deliverables, Tasks, Resources, and Strategy Options. Program content includes: Analysis & Definition of PR Issues, Developing Action Plans, Communication & Implementation, and, monitoring and evaluation of outcomes.

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 officers and any other key personnel involved in creating and enhancing a positive image for their organization.

Course Outlines:

Unit 1: The Complete PR and Communications Professional:

- Introduction and welcome
- Goal setting for the program
- The role of Communications and PR in the organization
- What does top management want?
- Assessing your PR environment
- The range of media and channels
- Personal goal-setting for the program

Unit 2: A Problem Solving Approach:

- Communications models: implications for practice
- Psychological themes and construction in practice
- A problem-solving approach to PR
- Taking and interpreting communication briefs
- The art of influence and persuasion
- Listening and emotional intelligence
- Organizational transparency and communications

Unit 3: Getting Your Message Heard:

- Choosing channels - matching media to tasks and stakeholders
- Planning brilliant campaigns
- Project management
- Risk management
- Time management
- Delivering business results
- Campaign evaluation