

€ TRAINING

Developing Public Relations





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Introduction:

A Developing Public Relations program is a structured initiative designed to enhance the capabilities and effectiveness of public relations professionals. The program equips participants with the knowledge and tools needed to navigate complex communication challenges, build positive organizational reputations, and achieve strategic objectives.

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:

Adapting PR: Evolution and Functionality:

- Evolution and Definitions of PR.
- Scope, Objectives, and Principles.
- Role of PR in Image Building and Modern Campaigns.

- Management Principles and Organizational Planning.
- Leadership and Control in PR Initiatives.
- Qualities, Position, and Responsibilities of PR Professionals.

Unit 2:

Strategic PR Communication: Managing Internal and External Public Relations:

- Internal and External Communication Strategies.
- Components, Diffusion, and Effects.
- Effective Communication Techniques and Skills.
- Understanding difficult personalities.
- Dealing with difficult personalities.

Unit 3:

Oral Communication Skills:

- Kinds of verbal communication.
- How to prepare for a presentation or a speech.
- Rehearsing your presentation or speech.
- Verbal and nonverbal skills while presenting.

Unit 4:

Written Communication Skills:

- Writing for the eye and ear.
- Fundamentals of writing.
- Written communication media.
- Preparing a press release.
- Writing and producing newsletters.
- Designing and producing brochures.
- Preparing articles for magazines.

Unit 5:

Press Conferences:

- Defining a press conference.
- Reasons to hold a press conference.
- 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.