

€ TRAINING

Advanced Public Relations





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Introduction:

An Advanced Public Relations program is a training program designed to equip participants with the specialized skills and knowledge required for strategic communication in various professional contexts through a combination of theoretical learning and practical application. Since Communications and PR are at the heart of the business performance, this lively and challenging program is focused on developing skills and competence to practice effectively in today's organizational environment.

Program Objectives:

At the end of this program 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.
- Learn how to develop an electronic PR/Communications Centre.
- Develop crisis media management and interview techniques.
- Develop personal communications effectiveness to meet client need.

Targeted Audience:

- PR Managers, PR Executives & PR Officers.
- Public Affairs Professionals.
- Marketing Professionals.
- Branding, Product & Marketing Managers.
- Communications professionals.

Program Outlines:

Unit 1:

The 21st Century Communicator:

- Introduction and the 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.

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, magazine and 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.
- Team working, networking and your effectiveness.
- Time management and work planning.