€TRAINING

Advanced Public Relations and Excellence in Listening, Dialogue, Interaction and Syntactic Communication

18 - 22 August 2024
Istanbul (Turkey)
Sheraton Istanbul Levent

Advanced Public Relations and Excellence in Listening, Dialogue, Interaction and Syntactic Communication

REF: C1459 DATE: 18 - 22 August 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5850 Euro

Introduction:

In the world of international business, public relations affect all types of large and small organizations locally and internationally, whatever type of business, whether commercial, non-commercial, charitable, or public sector. In this conference, we direct those who enter or aspire to enter into international public relations the necessary and modern methods to create a successful public relations campaign.

Conference Objectives:

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

- Identify the nature and importance of public relations in the new international challenges.
- Practice protocol rules, the ceremony, and etiquette rules locally and internationally.
- Mastery of effective communication skills.
- Develop the spirit of teamwork among participants, and increase the degree of group cohesion.
- Consolidate the values of the team and unify the vision among the team members, thus increasing the effectiveness of the teams.
- Reduce friction and conflict between teams within the group.

Targeted Audience:

- Public Affairs Professionals
- PR Managers, PR Executives & PR Officers
- Marketing Professionals

Conference Outlines:

Unit 1:

- The overall picture and general impression.
- Reflective image.
- The current image is required.
- Common and multiple images.
- Knowledge and understanding.
- Raise interest and accept the situation.
- Sympathy.
- Reasons for hiring an international consulting firm for public relations.
- Public relations consultants association PRCA.

Unit 2:

- Advantages of using an international public relations consulting firm.
- Disadvantages of using a consulting firm.
- Evaluation of the situation.
- Determining the goal.
- Select the audience.
- Selection of means.
- Program Evaluation.
- Budgets.
- Information Network Local International Opportunities and Risks.
- Email and how to deal with it.

Unit 3:

- The art of designing and preparing media materials.
- Designing public relations pages on international information networks.
- The art of public opinion and media by email.
- Preparation of databases on international public relations.
- The nature of human beings and their human needs.
- Reception skills and etiquette.
- VIP styles.
- Skills of preparing and drafting invitations and preparing for meetings and seminars.
- VIP visits.
- A practical laboratory in the management of international public relations.

Unit 4:

- The concept and nature of the importance of administrative communication.
- Foundations, elements, and means of administrative communication.
- Obstacles of administrative communication and ways to avoid them.
- Reciprocal relations and their impact on the process of direct communication.
- Communications and written orders Notes / resolutions / reports.
- Visual Communication Skills Effective presentation and presentation.
- Skills of persuasion and influence in others.
- Skills to deal with different types of people.
- Management Objectives the importance of management in the contemporary business environment.
- Leadership - Elements of Effective Leadership - Leadership Importance Leadership Types.

Unit 5:

- The role of the leader in increasing the efficiency of the performance of the business.
- Advanced management and leadership skills - Skills necessary to master the art of leadership.
- Challenges facing leaders and managers Effective management challenges.
- The nature and importance of the task forces.
- Characteristics and cohesion of task forces.
- Communication between members of the group.
- Meaning of effective communication among team members.
- Effective decision making within the group.
- The concept of organizational conflict.
- Closing of the program.