

€ TRAINING

Advanced Public Relations Management for
Corporations



29 November -
3 December 2021
Jakarta (Indonesia)



Advanced Public Relations Management for Corporations

REF: R9380 DATE: 29 November - 3 December 2021 Venue: Jakarta (Indonesia) - Fee: 4500 Euro

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

Unit 4: Keep it Social:

- The changing world of relationships in the age of social media networks
- Improving the power of communications in the organization
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management
- E-reputational management

Unit 5: Putting it all Together:

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your personal visibility
- Networking and effectiveness
- Team working and your personal effectiveness
- Time management and work planning
- Summary and Conclusion