

# € TRAINING

Public Relations Management for  
Corporations

A photograph of four business professionals (two men and two women) sitting around a table in a meeting. They are all smiling and looking towards the camera. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office setting.

29 November -  
3 December 2021  
Tbilisi (Georgia)



# Public Relations Management for Corporations

REF: R9379 DATE: 29 November - 3 December 2021 Venue: Tbilisi (Georgia) - 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:

- 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, particularly in the areas of personnel, marketing, sales, training, and administration will also benefit from this course.

## Course Outlines:

### Unit 1: PR in a Changing Environment:

- The origin and development of PR.
- Definitions of PR.
- Scope of PR.
- Objectives of PR.
- Guiding principles of PR professionals.
- PR campaigns.
- New roles and perspectives.
- The role of PR in building and supporting the image of the organization.

## Unit 2: The functions of PR:

- Management principles.
- Planning and organizing the activities of PR.
- Leading and controlling PR projects.
- Ingredients of successful PR planning.
- Main qualities of PR professionals.
- PR position in the organization.
- Responsibilities of the PR professional.

## Unit 3: PR and Communication:

- Communicating with the internal and external public.
- Key components in communication.
- Diffusion and effects of communication.
- What makes effective communicators in PR.
- Communication functions.
- Overcoming barriers in communication.
- Nonverbal communication.
- The communication abilities for PR professionals.

## Unit 4: The Role of PR Professionals in Dealing with the Internal and External Public:

- Understanding difficult personalities.
- Dealing with difficult personalities.

## Unit 5: 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 6: 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 7: 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.