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المركز العالمي للتدريب والتطوير
International Centre For Training & Development



PUBLIC RELATIONS

Media and Change Management in Organizations

Course Introduction:

Public relations can and should make an important contribution in helping to form an organization's ideas about what it is, what it should do and what its publics want and expect from it.

Course Objectives:

- Understand the principles of public relations and effective media relations.
- Develop communication tools such as press releases and press kits to support publicity programs.
- Organize and manage press conferences to achieve maximum results.
- Deal with the media in interview and Q & A situations.

Who Should Attend?

- Those who are interested in harnessing the power of public relations to better achieve organizational goals.
- Managers/Executives who need to establish and maintain effective media relations.
- Those who need to gain a better understanding of PR tools like press releases, press kits and press conferences.
- Those who wish to learn how to handle media interviews to achieve positive results.

Course Outline:

- An overview of Public Relations and the media
- Why organizations need to establish good media relations
- Media releases – Their purpose and content
- Types of media releases
- How to write a media release
- Group exercise on identifying key elements for press release
- Discussion of findings and summary of learning points
- How to write a backgrounder
- Elements of a fact sheet
- Individual exercise on writing a media release
- Discussion of learning points from written assignment (Media Release)
- Submission of assignment on fact sheet and backgrounder
- Organizing a press conference
- Group exercise in preparation of a check list for press conference
- Discussion of learning points
- Dealing with media interviews

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- Preparation of content and research
- Anticipating questions
- Preparing visuals and supporting documents
- Preparing the interviewee (visual and verbal communication)
- Follow up with the media

Course Certificate:

International Center for Training & Development (**ICTD**) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionaires
- Group Work
- Discussion
- Presentation

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Course Fees:

To be advised as per the course location. This rate includes participant's manual, hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session