



MODERN MANAGEMENT for Public Relation Protocol & Etiquette

Course Introduction:

Through media and company reports the public and shareholders are more aware of company obligations, performance and responsibilities. It follows that each organization has to be also aware of the image that is projected to external factors that regulates what kind of messages that need to be carefully emitted.

The Public Relations (PR) Department / Team are a vital link to organizational intentions and credibility involving information research and good customer handling Protocols.

This program involves those critical PR issues and clearly defines the role and responsibilities of PR personnel. It also highlights past mistakes and pitfalls of previous International companies who have experienced PR disasters through lack of preplanning and care.

Course Objectives:

This program is designed to give the delegates:

An understanding of the importance of good Public Relations (PR) as part of the strategic corporate image also, successfully directing a public relations campaign to stimulate external interest in company activities. It will outline PR Protocols as an integral part of in company promotion using media operations to enhance confidence internally and to external markets without associated pitfalls.

Who Should Attend?

Public Relations Officers, Administration Staff working in a PR environment and handling internal public relations affairs and customer handling.

Course Outline:

Introduction to Role of PR Internally & Externally

- Public Relations Benefits and Objectives
- The Theory of Public Relations
- Bad Publicity
- Causes
- Handling
- Damage Limitation
- Capitalizing

- PR Role in Internal & External Marketing Promotion
- PR and Organizational Change Management

Cost of PR

- Benefits
- Expenditure
- Recovery
- Cost Effectiveness
- Free PR

Organization Vision

- Image Restructuring
- Motivational Factors
- Market Behavior

Creative Thinking in Public Relations

- Brainstorming
- Problem Solving
- Motivational Drive

Research

- Sources
- Desk Top
- Research Agencies

Customer Relations Factors

- Customer Care
- Quality and Public Relations Media and Communications

Qualitative and Quantitative Information

- Sources
- Collation
- Utilization

Handling Incidents and Situations

- Crisis Handling
- Norming Situations
- Media Handling

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

PR in Public Events

Overview of PR Strategies

Case Studies and Group Discussions

Course Summary and Analysis

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 Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-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

