



STRATEGIC PUBLIC

Relations, Protocol and Travel Management

Course Introduction:

This professional course in Strategic Public Relations, Protocol & Travel Management, was designed to build on candidates' existing knowledge of strategic PR and enable them to apply tactical skills and key aspects of protocol.

The course content covers key aspects of travel management, business meetings arrangements and effective tools for successfully managing corporate and public relations. The training agenda includes the most recent and effective PR strategies, based on the instructors' experience in the field and on real life case studies.

Course Objectives:

After completing this course, you will be able to:

- Have an in-depth knowledge on strategic public relations management
- Have knowledge on the five steps for succeeding a Public Relations plan
- Gain the skills to manage strategic public relations
- Gain the skills to create successful PR plans

Who Should Attend?

The Strategic Public Relations, Protocol & Travel Management training course is suitable for:

- Protocol officers
- Travel offices
- Travel executives
- Public relations officers
- Public relations executives
- Public Relations researchers
- Those responsible for protocol, travel and accommodation
- Those in PR in public sector, private sector and not-for-profit organizations
- Those in PR at the national, regional and community level
- Those working for international, global or supranational organizations

Course Outline:

What is PR - Public Relations?

- Objectives and key elements of Public Relations
- Importance, benefits and challenges of Public Relations management
- How PR differs from marketing, advertising and sales
- Advantages and disadvantages of all PR options

- Importance of PR internally

PR channels

- Print media and its current and likely future role in PR
- Television and the impact it can have
- Radio - relying on voice only
- Mobile technology and increasing accessibility
- Social media and multi-media - growth, complexity and impact

Writing for all media

- What makes a good story?
- How to win and keep reader's attention
- Writing for print: marketing materials, news, features, editorial and letters
- Press releases which are published not ignored
- Ten top tips for writing for social media

Target markets

- Requirements of target audiences and stakeholders
- What are your competitors doing and how successfully?
- 15 different types of research to find out the answers
- Identifying the most appropriate way to reach your audiences
- Pitfalls to avoid on messages and content

PR events and activities

- Events: organizing and attending
- Exhibitions: organizing, exhibiting and attending
- Visits: to your organization by media and journalists
- Lobbying: advantage, risks and impact
- Sponsorship: maximizing return on investment (ROIs)
- Corporate social responsibility: contributing to the community

Social media and multi-media

- Understanding the scope, power and immediacy of these media
- Monitoring what is said, where and by whom
- Responding to negative feedback positively
- Pro-actively participating in social and multi-media
- Dos and don'ts

Duties for protocol and travel management

- Planning, organization and management of protocol duties
- Top tips for arranging travel and accommodation
- Meeting business travel requirements
- Research all possible options and prioritizing the best
- Overcome problems with visas, tickets, accommodation and transport

Communication and diplomatic skills required

- Meet expectations of visitors, clients and internal staff
- Deal with difficult people
- Understand cultural differences
- Manage changes of previously made arrangements
- Develop strong relationships with embassies

Dealing with dignitaries

- Order of dignitaries for entering a room, being introduced, seating, presenting and talking
- Flags and their protocol
- Order of precedence for official ceremonies and events
- Understanding national tradition, customs and culture
- Meetings dignitaries and meeting their expectations

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, 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

