ICTD
المركز العالمي للتدريب والتطوير
International Centre For Training & Development



ELECTRONIC MANAGEMENT of Public Relations Activities and Programs

ISO 9001 | JAS-ANZ | ACTVET Abu Dhabi Centre for Technical and Vocational Education and Training | IAO International Accreditation Organization | Registered Education Provider Project Management Institute | University Of Rockhampton Making the Difference | ilm Recognised Provider

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Course Introduction:

This course provides a focused overview of electronic public relations applications and presents guidelines for using electronic technologies for public relations purposes. Students will learn to reach various publics through public service announcements, video news releases and satellite media tours. Students will also learn how to reach media, government, consumers, employees and management effectively by applying electronic media technologies. Offered as needed.

Course Objectives:

By the end of this seminar, delegates will be able to:

- Analyzing social media marketing opportunities
- Exploring the behavioral and psychological factors that drive social media
- Understanding how to form and optimize social networks
- Designing effective communication strategies of social networks
- Implementing measurement strategies to track and measure the ROI of social media
- Discovering new social media technologies and learning how and when to employ them

Who Should Attend?

Valuable for anyone with executive responsibility for public relations and co-ordinated communications, whether in-house or as a consultant, working in marketing communications, issue management, public affairs or media relations. Also for journalists, academics and marketing generalists.

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Course Outline:

Module One:

Introduction to Search Engine Marketing

- Organic Search Optimisation
- Paid Search Marketing
- Keyword Planning
- Landing Pages and Microsites
- SEO / PPC Competitor Analysis
- SEO and Social Media
- Developing a Search Marketing Strategy
- Tools for Search Analysis

Module Two:

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

Module Three:

Social Media Content, Power and Influence

You will learn:

- How content is creating new marketing channels, PR opportunities, and personal influence
- Fundamentals of content marketing strategy and its critical role in the marketing mix
- Blogging best practices, tips, and tricks that deliver tangible business results
- The insider's view of Twitter and how this platform can create powerful business benefits through customer service, business intelligence and professional networking.

Module Four:

Keep it Social

- The changed 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

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Module Five:

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

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 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

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

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