



PLANNING

Public Relations and Media Programs

Course Introduction:

Comprehensive study of public relations including identifying and reaching internal and external publics; dealing with print and electronic media; advertising, printing, direct mail; and preparing a public relations plan and budget.

Course Objectives:

By the end of the program, participants will be able to:

- Also involves the writing of news releases, public service announcements, and advertising copy.
- Gain an understanding of Strategic Crisis Management as it relates to yourself, your teams and your organization
- Learn to think strategically in a crisis - look at the 'big picture'
- Learn how to enhance strategic leadership in your crisis response teams, your organizational systems and your processes

Who Should Attend?

Security professionals, business continuity planners, Public Relations Managers, compliance personnel, risk managers, Administrators and others

Course Outline:

PR Concepts

- Definition, Roles and Situations
- Qualities for Successful PR Staff
- PR and Ethical Behavior

PR Responsibilities

- Corporate Image Identity and Reputation
- Public and Community Oriented Activities
- Civic and Social Activities

PR and Communication

- The PR Officer as Communicator
- Exchange of Messages
- Models of Communication Process
- Overcoming Communication Barriers
- Importance of Body Language in PR Activities

PR Written Skills

- Editorial, Layout and Production Techniques
- Writing Memos, Reports, Emails and Letters
- Preparing Colorful Newsletters
- Designing and Preparing Attractive Brochures

PR and the Media

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Conducting Live or Taped Interviews
- Dealing with the Media
- Building Good Relationships with the Media
- How to Handle the Media During Crisis Situations

Presentation Skills and Delivering a Speech

- Planning the Speech
- Writing the Main Points of the Speech
- Rehearsing the Speech
- Presenting the Speech
- Dealing with Questions Asked at the End of Speeches

The PR Promotional Role

- PR Role in Marketing
- PR and Advertising
- Sponsorship and Promotions
- Organizing Different Exhibitions
- Effective Media Coverage

Course Certificate:

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

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 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 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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