



INNOVATION & EXCELLENCE in Implementing Public Relations Activities

Course Introduction:

This course is a must any business aiming to employ Public Relations Campaigns as part of their business operation.

Sustained public relations campaigns can help drive strategic organizational change, build public perceptions and drive reputation with key stakeholders. Well planned and executed campaigns are a cost-effective means of changing perceptions and increasing stakeholder value for an organization. This Powerful program takes a problem solving approach to the design of PR campaigns. By closely fitting the campaign to core business priorities as well as project objectives campaign design reinforces key messages and organizational strategy. Participants will develop the skills to design, plan, cost deliver and evaluate campaigns using the full range of PR media and channels.

Case study examples in print will be used throughout. Action planning for the workplace to put ideas into action is a strong feature of the program.

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Highlights of the program include:

- Powerful planning tools
- A wealth of practical examples and frameworks
- Personal coaching and advise
- Incorporation of your own content into the program giving real, useable outputs
- A practical and theoretical toolkit for use beyond the course.

Course Objectives:

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

- To examine the range of PR campaigns and the purposes that they can achieve
- To develop a problem-solving approach to match PR campaign strategy to business objectives
- To plan PR campaigns to meet need setting clear objectives with behavioral outcomes and measurable results
- To examine a wide range of successful campaigns to judge the differing strategies and use of channels and media
- To measure risk presented during a campaign by increased public and media scrutiny and to plan to mitigate these risks
- To learn how to evaluate PR campaigns to demonstrate success to the business and to develop campaign methodology

Who Should Attend?

This program has been designed for PR practitioners/professionals and for senior professionals elsewhere in the organization who want to use PR/communications tools to best effect in meeting business objectives.

This course is relevant to anyone likely to have responsibility for the delivery of PR Campaigns for their organization but is relatively new to the concepts and practicalities of this facet of corporate communications.

- Middle and senior managers tasked with the direct delivery of campaigns or oversight of specialist sub-contractors
- Senior operational managers with responsibility for managing teams whose role includes PR Campaigns
- Senior managers up to Board level with responsibility for the strategic use of Public Relations

Course Outline:

Public Relations in Business

- An overview of the scope and role of Public Relations in an organization
- The importance of reputation management
- The role of the brand
- The PR Transfer Process and communications theory
- Definitions of campaigns
- The Six Point PR Plan framework for campaigns
- Assessing your PR situation

Setting Campaign Objectives and Identifying Stakeholders

- Setting Objectives to meet your business needs
- Translating objectives into a practical campaign outcomes
- Identifying your publics
- Assessing what your stakeholders think of you
- Learning their language
- Applying creativity to messaging
- The importance of third party endorsement

Choosing the Right Media – Mass Media

- Features and facets of newspapers, magazines, TV and radio
- Keeping your objectives in mind
- Choosing the right titles for the right audience
- Mass media news generation and management
- Is it a media story – what's in it for them?

- Invitations and press releases
- Conducting interviews and briefing interviewees
- Managing filming
- Photography

Choosing the Right Media – Other Campaign Media

- Involving your “in-house” media
- Corporate video
- The role of corporate web sites
- Social media in campaigns
- Events as part of campaigns
- Using VIPs or celebrities
- Direct face to face communication
- Lobbying

Budgets and Evaluation

- Costing a campaign
- Evaluating campaigns
- Crisis management and contingencies
- The in house PR Team – Staffing, setting up and running it
- Buying in help – what to look for in a consultancy and how to get the best from them
- Personal action planning

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 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, 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

