



ADVANCED Public Relation

Course Introduction:

This highly interactive and fun programme enables you to examine today's communications environment looking afresh at how we establish and defend our reputation, help deliver business goals and influence government, critics and consumers. In a time of rapid technological and social change any organization must continually appraise the changing needs of its stakeholders, the shifting priorities in its environment and the tactics that it uses to influence key stakeholders. This programme will enable you to:

- Use the full range of PR disciplines to benefit you and your business
- Match the tools and techniques of effective PR to your projects
- Improve your planning and writing skills across a range of media
- Know how to run brilliant PR campaigns and projects

Course Objectives:

This program aims to enable participants to achieve the following objectives:

- Develop increased skill in writing and editing for print and the web
- Learn how to write a clear PR/Communications brief
- Learn how to develop an electronic PR/Communications Centre
- Develop crisis media management techniques
- Perfect media interview techniques and briefing skills
- Develop personal communications effectiveness

Who Should Attend?

- PR and Communications practitioners who want to update their skills
- HR professionals who have communications roles
- Managers who want to add high-level communications skills to their personal portfolios

Course Outline:

Module One: THE COMPLETE PR AND COMMUNICATIONS PROFESSIONAL

- Introduction and welcome
- Goal setting for the programme
- The role of Communications and PR in the organization
- Identifying what top management wants
- Assessing your PR environment
- Understanding the range of media and channels

Module Two: A PROBLEM SOLVING APPROACH

- Exploring communications models and their implications for practice
- The psychology of effective communication
- A problem-solving approach to PR
- Taking and interpreting communication briefs
- The art of influence and persuasion
- Listening and emotional intelligence

Module Three: GETTING YOUR MESSAGE HEARD

- Choosing channels – matching media to tasks and stakeholders
- Planning brilliant campaigns
- Project management
- Risk management
- Time management
- Delivering business results demonstrated by evaluation

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 and e-reputation management

Module Five: PUTTING IT ALL TOGETHER

- Planning your career and personal development
- 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 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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