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International Centre For Training & Development



THE ROLE OF PR
In Organizational Identity

Course Introduction:

A general course in the technique of establishing and maintaining public relations. Activities span a variety of media to influence public opinion and manage an organization's reputation.

Course Objectives:

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

- Explain the importance of organizational image.
- Create and implement a PR plan.
- Manage a crisis using PR means.
- List contributions of PR campaigns to strategic management.
- Measure PR effectiveness.
- Describe the functions of Public Relations (PR) in a changing environment.
- Practice the key communication skills and techniques essential for performing their PR duties.
- Recognize how to communicate effectively with the internal and external publics of the organization.
- Identify the role of a PR professional in supporting the image and reputation of the organization.
- Behave correctly in both business and social situations.
- Interact effectively with different types of guests.
- Play the role of the ideal host at various functions.
- Organize and manage events such as business luncheons and formal dinners.
- Meet and greet important guests, clients and customers in a proper manner.
- Deal successfully with the media.
- Understand the strategic value of Service Level Agreements (SLAs) and their role in the internal and external supply chain
- Learn how to implement an SLA project and explore the key performance indicators (KPIs) required in service measurement

Who Should Attend?

PR officers and any other key personnel involved in creating and enhancing a positive image for their organization.

Course Outline:

PR Recap

- What is PR
- Public RR
- The Many Components of PR
- Key Difference between PR and Advertising

Public Relations Plan

- Situation Analysis (S.W.O.T.)
- Target Audience(s)
- Goals (What Do We Hope to Accomplish?)
- Objectives (What Needs to be Done?)
- Key Messages
- Strategy
- Tactics
- Timeline

The Functions of PR

- Planning and Organizing the Activities of PR
- Ingredients of Successful PR Planning
- Main Qualities of PR Professionals
- PR Position in the Organization

PR and Communication

- Communicating with the Internal and External Public
- Overcoming Barriers in Communication
- Non Verbal Communication
- The Communication Abilities for PR Professionals

The Role of PR Professionals in Dealing with the Internal and External Public

- Understanding Difficult Personalities
- Dealing with Difficult Personalities

Press Conferences

- Why Conduct a Press Conference
- How to Conduct a Press Conference
- How to Prepare a Press Release
- Dealing with Questions During a Press Conference
- Preparing and Circulating the Press Clippings

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SLA Basics SLA definition

- SLA purposes
- SLA types
- Levels of SLA
- SLA vs. contract
- SLA format
- SLA management tasks
- SLA management process
- SLA management tools
- Roles & responsibilities of SLA management
- SLA in a PBA context.
- Performance-based Acquisition Definition of performance-based Acquisition
- Why Use Performance-Based Acquisition?

Contributions of PR Campaigns to Strategic Management

- Environmental Scanning
- Issues Management
- Crisis Management
- Relationship Management
- Reputation Management

Crisis Management Using PR Means

- Defining and Identifying a Crisis
- Remembering the Rules in a Crisis
- Phases of a Crisis
- The Disclosure Principle
- The Symmetrical Communication Principle
- The Relationship Principle
- The Accountability Principle

Importance of Organizational Image

- Public Opinion
- Image and Reputation Management
- From Identity to Reputation
- Relationship Management

Measuring PR Effectiveness

- Output
- Outcome
- Matching Objectives and Results

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- Management By Objectives (MBO)
- Public Opinions and Surveys
- Audits

Definitions of Etiquette and Protocol

- The Importance of Etiquette in Business
- The Importance of Protocol in Business
- Applying the Right Behavior in Different Situations
- Creating the Right Image for your Organization
- Image Building and Image Management

Guest Relations

- Gaining Guests' Respect
- Understanding Human Relations
- Proper Greetings and Introductions
- Professional Hand-Shaking
- Giving Business Cards in a Proper Way
- People's Names (Pronunciation and Remembering)

The Ideal Host

- Key Qualities of the Ideal Host
- Dealing with Different Types of Guests
- Handling Difficult Personalities
- Dealing with Guests' Complaints
- Handling Guests' Complaints in a Timely Manner
- Perception and Business Relations

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Managing Events and Behavior

- The Business Meal
- Table Manners at Business Lunches and Business Dinners
- Setting of the Room and Table
- Mistakes to Avoid at Business Events
- Meeting Guests at Airports

Proper Communication Etiquette

- Phone Etiquette
- Meeting Etiquette
- Email Etiquette

Handling the Media

- Dealing with Questions

- Handling Confidential Information
- Effective Public Relations

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 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