Advanced Public Relations Management Training

Description

Introduction

In a time of increasingly rapid change any organisation must continually appraise the changing needs of its stakeholders, theshifting priorities in its environment and the tactics that it uses to influence key stakeholders. This highly interactive and fun programme examines today's communications environment looking afresh at how we establish and defend our reputation, help deliver business goals and influence government, critics and consumers.

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There has been no time in history when people have had more opportunities to experience, research and communicate about the organisations with which they deal. The internet has revolutionised the way that we communicate and the dynamics of the marketplace: Customer and staff expectations have heightened.. This programme will enable you to explore:

- The range of PR disciplines and how they can benefit you
- The tools and techniques of effective PR practice in c21
- Your planning and writing skills for a range of media
- Mastery of PR campaigns and projects

Objectives

- Examine the role of Communications/PR in the 21st Century Organisation
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write a clear PR/Communications brief
- Plan communications activity to meet client need
- Learn how to develop an electronic PR/Communications Centre
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness

Content

Day one

The Complete PR and Communications Professional

- Introduction and welcome
- Goal setting for the programme
- The role of Communications and PR in the organisation
- What does top management want?
- Assessing your PR environment
- The range of media and channels
- Personal goal-setting for the programme

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Day two

A Problem Solving Approach

- Communications models: implications for practise
- Psychological themes and construction in practise
- A problem-solving approach to PR
- Taking and interpreting communication briefs
- The art of influence and persuasion
- Listening and emotional intelligence
- Organisational transparency and communications

Day 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

- Campaign evaluation

Day Four

Keep it Social

- The changed world of relationships in the age of social media networks
- Improving the power of communications in the organisation
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management
- E-reputational management

Day 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

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