



## The Complete Course in Public Relations Management Training

### Description

#### Introduction

In a time of increasingly rapid change any organisation 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 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.

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.

#### 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
- 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.

- Plan and execute a press conference.

## **Content**

### **Day One**

#### **PR in a Changing Environment**

- The Origin and Development of PR
- Definitions, Scope and Objectives
- New Roles and Perspectives
- The Role of PR in Building and Supporting the Image of the Organization

### **Day Two**

#### **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

### **Day Three**

#### **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

### **Day Four**

#### **Verbal Communication Skills**

- Kinds of Verbal Communication
- How to Prepare for a Presentation/Speech
- Rehearsing Your Presentation/Speech
- Verbal and Non Verbal Skills while Presenting

#### **Written Communication Skills**

- Types of Written Communication
- Effective Writing Skills: Memos, Letters and Emails
- Writing and Producing Newsletters

- Designing and Producing Brochures
- Preparing Articles for Magazines

## Day Five

### 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

## Day Six

### The Complete PR and Communications Professional

- 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

## Day Seven

### 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 Eight

### 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 Nine

## 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 Ten

### 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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