



TIMELY
RESPONSE



EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Public Relations Management {Level 1}

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Public Relations Management {Level 1}

Introduction:

Building and maintaining an excellent business reputation is one of the building blocks of any corporate entity. A good public relations policy is therefore essential for private and public enterprises alike. Executives and managers are not born with PR skills, they need to learn them. This course is designed to help participants understand the fundamentals of Public Relations and help them build excellent communications' techniques. The course covers a wide range of topics that are extensive, challenging and taught in an interesting manner. The course covers all the important essentials of PR activity, resulting in a good grounding for management and staff who need to improve their knowledge of useful PR techniques. This is an introductory course in PR Management for professionals looking to succeed in this area of business. The course covers a broad range of subjects, including specific techniques and methods used in public relations and corporate communications

Who Should Attend?

Executives, Managers, Team Leaders, PR Managers, PR Assistants, PR Executives, PR Researchers, Marketing Assistants, Marketing Executives, Customer Relationship Management (CRM), Supervisors, Product Managers, Marketing Managers, Marketing Assistants, Marketing Executives, Business Unit Managers, Sales Managers, Customer Care Managers and Supervisors, Directors of Public Relations, Directors of Marketing, Senior Public Relations Managers, Company Directors, General Managers, Senior Managers, Engineers, Foremen, Analysts, marketing staff at any level in the organization, market research, loyalty scheme managers, Those in PR in public sector, private sector and not-for-profit organizations, Those in PR at the national, regional and community level, those working for international, global or supranational organizations, those who are keen on improving performance by

taking their customers to higher levels of satisfaction, as well as customer service managers and supervisors interested in advanced customer service tools

Course Objectives:

By the end of this course, delegates will be able to:

- Understand the markets and audiences and their different PR requirements
- Write successfully
- Practise PR successfully in their organization
- Assess the range of approaches, methods and techniques required

Manage PR events and activities

Course Outline:

What is PR - Public Relations?

- Objectives and key elements of Public Relations
- Importance, benefits and challenges of Public Relations management
- How PR differs from marketing, advertising and sales
- Advantages and disadvantages of all PR options
- Importance of PR internally

PR Channels

- Print media and its current and likely future role in PR
- Television and the impact it can have
- Radio, relying on voice only
- Mobile technology and increasing accessibility
- Social media and multi-media, growth, complexity and impact

Writing for All Media

- What makes a good story?
- How to win and keep reader's attention
- Writing for print: marketing materials, news, features, editorial and letters
- Press releases which are published not ignored
- Writing effectively for electronic media

Target Markets

- Requirements of target audiences and stakeholders
- What are your competitors doing and how successfully?
- 15 different types of research to find out the answers
- Identifying the most appropriate way to reach your audiences
- Pitfalls to avoid on messages and content

PR Events and Activities

- Organizing, preparing for and delivering presentations
- Visits to your organization by media and journalists
- Lobbying: advantages, risks and impact
- Sponsorship: maximizing return on investment (ROI)
- Corporate social responsibility