



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



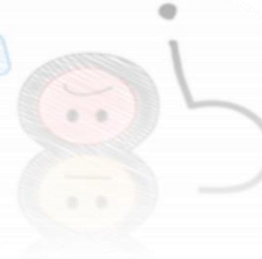
LISTENING  
to the  
CUSTOMER



How may I  
help you?



Is he or she



Public Relations  
Management {Level 2}



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# Public Relations Management {Level 2}

## Introduction:

This course is designed to improve organizations' current management, structures, methods and techniques of PR. Public relations representatives attending this course will learn how to develop a successful PR plan and overcome any eventual challenges of its implementation. In addition, delegates will be able to conduct the appropriate market analysis surrounding their organizations' brand and to measure positive results. Candidates will have the knowledge and skills required to maximize the Return on Investment of their PR campaigns.

This public relations course builds on the essentials of effective public relations and provides professionals with management structures, methods and techniques that can improve public relations in their organization. You will learn to develop successful public relations strategies that address the complex challenges of organizations today. The course also covers techniques for conducting market analysis on company branding and measuring positive outcomes. Upon completion of this course, you will be able to:

- Strengthen current management, structures, methods and techniques of PR
- Create a successful PR plan
- Overcome the challenges of project managing the implementation of the plan
- Make an impact with appropriate market analysis, management and results measurement
- Maximize the Return on Investment (ROI) of PR

## 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:**

- Strengthen current management, structures, methods and techniques of PR
- Create a successful PR plan
- Overcome the challenges of project managing the implementation of the plan
- Make an impact with appropriate market analysis, management and results measurement
- Maximize the Return on Investment (ROI) of PR

### Course Outline:

#### **What Are You Promoting?**

- PR to promote organization's vision, mission and strategy
- Benefits of products and services
- Target messages for specific audiences, stakeholders and markets
- Objective measures of success: KPIs

- Return on Investment: ROI

### **Social Media and Multi-Media**

- Understanding the scope, power and immediacy of these media
- Monitoring what is said, where and by whom
- Responding to negative feedback positively
- Pro-actively participating in social and multi-media
- Dos and don'ts

### **Five Steps for a Successful PR Plan**

- Agree your objectives, set targets and quantify results
- Appropriate channels, methods and mix
- Maximize budget and resources
- Recruit and manage your PR team: internal and external
- Effective project management of the implementation

### **Media Relations**

- What do you want from editors, journalists and their media?
- What do they need from you?
- Understand the pressures and deadlines they are under
- Work together to build long-term durable relationships
- Ten top tips for developing lasting relationships

### **Press Conferences and Interviews**

- Managing press conferences and dealing with journalists' enquiries
- Giving winning television interviews
- Radio interviews with impact
- Handle difficult questions on the telephone
- Avoid the 5 most common mistakes

