



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



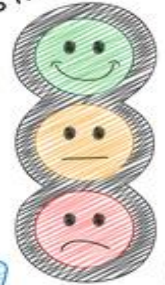
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

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Modern Public Relations & Corporate Communication Methods

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Modern Public Relations & Corporate Communication Methods

Introduction:

PR and communications are at the heart of business performance. tools and channels have greatly increased the speed in which communications can be experienced, from local to global. This course teaches you the professional skills required to be able to manage communication processes in public and private organizations using all the tools available today, from advertising to the new media arising from the spread of the Internet which make it possible to strongly personalize messages and interact explicitly with the interlocutor. In this program you will learn:

- The tools and techniques required to manage reputation in a complex media environment
- How to manage knowledge within the business for effective media management
- How to shape external perceptions of your organization by first class corporate internal communications
- How to develop a strategic approach and a clear plan of action.

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:

- Set corporate affairs in strategic anticipatory and effective context
- Develop an understanding of stakeholder programs for regular, focused communication
- Examine the development of corporate affairs tools
- Understanding the development of strategy, plans, tactics and coordinating these
- Evaluation and the use of research

Course Outline:

The Power of Communication

- Goal setting
- Corporate affairs and public affairs approaches
- Corporate identity and image
- Corporate communications overview and strategy
- External reputation management communication as a change agent
- Communication as goal for all managers

Crafting Consistent Messages

- Internal communications
- Family and friends as stakeholder

- Measuring emotional capital
- Communications channels mapping and monitoring
- Setting internal communications goals
- New media for rapid interaction
- Champions, opinion formers and incentives
- The place of the company magazine/newsletter
- The multinational internal communications program
- Commitment from internal decision makers

Risks and Threats: Their Identification and Management

- Single issue politics
- Special interest groups
- Whistleblowers and the rules of disclosure
- External opinion formers
- Cause related PR and core values
- Campaigns, their design and planning
- A crisis management toolkit
- Stakeholder interest inventories
- Opinion former networks

Corporate Affair/PR in the Corporate Mix

- PR in the communications mix
- PR in the marketing mix
- Direct response PR
- Financial PR
- PR and strategy
- Brand PR
- Persuasion measurement techniques

- Integrating PR/Communications and marketing plans
- The art of leveraging
- Corporate affairs and customer relations

Powerful and Persuasive Action Planning

- Measurement of performance
- Translating strategy to tactics
- Horizons for PR and corporate affairs development
- Tools and Techniques summary
- Recruiting allies: a networking approach
- Justifying the plan and convincing top management
- Making the most of other disciplines to maximize results
- Individual and group consultancy
- Further sources of help and information