



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 4}

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Public Relations Management {Level 4}

Introduction:

The course will equip you with all the essential knowledge and skills for your exceptional career in PR. You will learn how to get the best value from your PR activities, how to conduct newsworthy surveys to gain valuable PR exposure and how to enhance your PR communication skills for media interviews. Hence the course covers all the key concepts, theories, techniques and skills that you need to become an effective PR practitioner.

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:

- Identify and explain core concepts and practices relevant to public relations, communication management and the communication process

- Apply stakeholder analysis and relationship management principles to public relations and communication management contexts
- Analyze communication practices in business and evaluate their effectiveness
- Work collegially with others and communicate with clarity in oral and written forms

Develop, implement and evaluate communication policy, systems, strategies, objectives and goals

Course Outline:

- Introduction to Public Relations
- Concepts of Public Relations
- Management and Organization of Public Relations
- Public Relations as Planned Communication
- Public Relations Tools & Methods
- Production of Public Relations Material
- Corporate Public Relations
- Media Relations
- Internal Communications
- Issues Management and Public Affairs
- Crisis Management and Public Relations
- Ethics and Professionalism in Public Relations

