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Strategic Public Relations Management, Structures, Methods & Techniques

Introduction:

The main goal of this course is to provide delegates with the most effective business solutions to plan and manage the structures, methods and techniques of Strategic PR. Participants will be able to develop and implement a successful PR strategy, while measuring positive results based on Key Performance Indicators - the KPIs. Overall, the course will enable PR representatives and managers to maximize their business' Return on Investment (ROI) when using strategic PR. The main topics covered include corporate communications, media relations, social media insight, press conferences and interview training.

Understanding of the importance of good Public Relations (PR) as part of the strategic corporate image also, successfully directing a public relations campaign to stimulate external interest in company activities. The course will outline PR as an integral part of in company promotion using media operations to enhance confidence internally and to external markets without associated pitfalls. This course involves those critical PR issues and clearly defines the role and responsibilities of PR personnel. It also highlights past mistakes and pitfalls of previous international companies who have experienced PR disasters through lack of pre-planning and care.

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:

- Plan and manage the structures, methods and techniques of Strategic PR
- Develop and create a successful PR Strategy
- Overcome the challenges of implementation
- Measure the results and impact, Key Performance Indicators (KPI's)
- Maximize the Return on Investment (ROI) of Strategic PR
- Structure a strategic PR campaign
- Make clear links between objectives, strategy and evaluation
- Manage and optimize the creative process
- Avoid classic pitch pitfalls
- Learn the tactical skills required for working in strategic public relations
- Develop better communication skills, media relations and writing skills
- Be aware of developments in technology affecting public relations practice

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

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
- Proactively 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
- Top tips for developing lasting relationship