



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



Advanced Public  
Relations Management  
Tools & Techniques

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# Advanced Public Relations Management Tools & Techniques

## Introduction:

In a time of increasingly rapid change any organization must continually appraise the changing needs of its stakeholders, the shifting priorities in its environment and the tactics that it uses to influence key stakeholders. This highly interactive and fun program examines today's communications environment looking afresh at how we establish and defend our reputation, help deliver business goals and influence government, critics and consumers.

There has been no time in history when people have had more opportunities to experience, research and communicate about the organizations with which they deal. The internet has revolutionized the way that we communicate and the dynamics of the marketplace: Customer and staff expectations have heightened. This course will feature:

- The range of PR disciplines and how they can benefit you
- The tools and techniques of effective PR practice
- Your planning and writing skills for a range of media
- Mastery of PR campaigns and projects

## 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:**

- Examine the role of communications/PR in the 21<sup>st</sup> century organization
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write a clear PR/communications brief
- Plan communications activity to meet client need
- Learn how to develop an electronic PR/communications Centre
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness

### Course Outline:

#### **The Complete PR and Communications Professional**

- Introduction and welcome
- Goal setting for the program
- The role of communications and PR in the organization
- What does top management want?

- Assessing your PR environment
- The range of media and channels
- Personal goal-setting for the program

### **A Problem Solving Approach**

- Communications models: implications for practice
- Psychological themes and construction in practice
- A problem-solving approach to PR
- Taking and interpreting communication briefs
- The art of influence and persuasion
- Listening and emotional intelligence
- Organizational transparency and communications

### **Getting Your Message Heard**

- Choosing channels, matching media to tasks and stakeholders
- Planning brilliant campaigns
- Project management
- Risk management
- Time management
- Delivering business results
- Campaign evaluation

### **Keep it Social**

- The changed world of relationships in the age of social media networks
- Improving the power of communications in the organization

- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management
- E-reputational management

### **Putting It All Together**

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your personal visibility
- Networking and effectiveness
- Team working and your personal effectiveness
- Time management and work planning