



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 3}



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Public Relations Management {Level 3}

Introduction:

This course enables delegates to discuss and improve current PR strategies, while finding workable solutions for brand consolidation and institutional communication. The agenda covers the most recent with advances in PR techniques, methodologies and tools, as well as a comprehensive evaluation of emerging PR opportunities, challenges and risks. You will also have the opportunity to exchange ideas around successful PR campaign and analyze together the key features of PR which minimize the risks. In addition, they will learn how to manage a crisis productively, while developing pro-active and reactive PR and learning from the experience of others.

This course is on current best practices in public relations. It focuses on then knowledge and techniques that help professionals find workable solutions for consolidating and communicating their brand. The course content will include recent advances in public relations techniques, methods and tools, as well as a detailed assessment of emerging opportunities, challenges and risks in the PR field. Course highlights are:

- Discuss common PR challenges
- Be able to find workable solutions
- Be up-to-date with advances in PR techniques, methodologies and tools
- Evaluate PR opportunities, challenges and risks
- Exchange ideas on what makes a successful PR campaign
- Analyze the key features of PR which will minimize the risks
- Learn how to manage a crisis productively
- Study pro-active and reactive PR
- Learn from the experience of others.

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:

- Discuss common PR challenges
- Be able to find workable solutions
- Be up-to-date with advances in PR techniques, methodologies and tools
- Evaluate PR opportunities, challenges and risks
- Exchange ideas on what makes a successful PR campaign
- Analyze the key features of PR which will minimize the risks
- Learn how to manage a crisis productively
- Study pro-active and reactive PR
- Learn from the experience of others

Course Outline:

Importance of Internal PR for Your Organization

- What employees expect from you
- All the different ways of communicating with them
- Information they want to know
- Who should send those messages?
- Appropriate methods and frequency

Planning a Successful PR Campaign

- Agree strategic objectives globally, nationally, regionally, locally
- Appropriate communication for each market, stakeholder and audience
- Objectives measures of success and desired outcomes
- Project management of implementation of plan
- Anticipate and prevent problems

Advising and Developing Senior People

- Advising politicians, senior civil servants, directors and managers
- Give winning presentations
- Public relations challenges as opportunities
- Harnessing creative conflict into productive output
- Budgeting and resource management

Building a Reputation

- Clarify the key elements which comprise reputation
- Strategy to maintain a long-term reputation
- Minimize threats to reputation
- Defend reputation when under attack

- Rebuild reputation after it has been undermined or discredited

Issues and Crisis Management

- Anticipate sources of crises and mitigate risks
- Appoint crisis leaders and teams and allocate resources
- Create crisis plans for key eventualities
- Practise crisis plans regularly
- Case studies of impact on organizations of good and poor PR crisis management