



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



Public Relations and Media Skills



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Public Relations and Media Skills

Who Should Attend?

Public Relations officers and other key personnel in the organization whose work involves contact and interaction with the internal/external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this program.

Course Objectives:

By the end of this course, delegates will be able to:

- Analyze and assess the latest PR concepts and strategies in a variety of contexts.
- Appraise certain PR techniques and approaches appropriately geared to the working environment.
- Practice key PR skills relating to verbal and written communication, as well as editorial, layout and production techniques.
- Apply the main media skills in PR.
- Effectively present and deliver oral messages in Public
- Use the PR wills a promotional tools.

Course Outline:

PR Concepts

- Definition, Roles and Situations
- Qualities for Successful PR Staff
- PR and Ethical Behavior

PR Responsibilities

- Corporate Image Identity and Reputation

- Public and Community Oriented Activities
- Civic and Social Activities

PR and Communication

- The PR Officer as Communicator
- Exchange of Messages
- Models of Communication Process
- Overcoming Communication Barriers
- Importance of Body Language in PR Activities

PR Written Skills

- Editorial, Layout and Production Techniques
- Writing Memos, Reports, Emails and Letters
- Preparing Colorful Newsletters
- Designing and Preparing Attractive Brochures

PR and the Media

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Conducting Live or Taped Interviews
- Dealing with the Media
- Building Good Relationships with the Media
- How to Handle the Media During Crisis Situations

Presentation Skills and Delivering a Speech

- Planning the Speech
- Writing the Main Points of the Speech
- Rehearsing the Speech
- Presenting the Speech
- Dealing with Questions Asked at the End of Speeches

The PR Promotional Role

- PR Role in Marketing
- PR and Advertising
- Sponsorship and Promotions
- Organizing Different Exhibitions
- Effective Media Coverage