



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



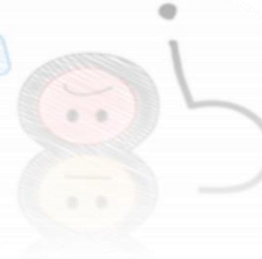
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



Modern Management Techniques of Public Relations

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Modern Management Techniques of Public Relations

Introduction:

PR and Communications are at the heart of business performance. Modern methods, tools and channels have greatly increased the speed in which communications can be experienced, from local to global. In this program you will learn:

- The tools and techniques required to manage reputation in a complex media environment
- How to manage knowledge within the business for effective media management
- How to shape external perceptions of your organization by first class corporate internal communications
- How to develop a strategic approach and a clear plan of action.

Who Should Attend?

Customer Service Professionals, Managers, Public Relations Officers, Practitioners & Personnel, Quality Management Personnel, Customer Analysts, HR Professionals who have communications roles, Customer Service Representatives & Professionals, Team Leaders & Supervisors, Administrators, HR & Training Professionals, Accounts Personnel, Sales & Marketing Professionals, Marketing Managers or Directors, Sales Managers or Directors, Sales Trainers, Salespeople, Communication Specialists, Brand Managers, Frontline & Reception Staff, Customer Service Representatives (CSR), Personnel responsible for building and sustaining their company's reputation for customer service excellence, anyone who provides services, products or information to internal, or external customers

Course Objectives:

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

- Practice the key communication skills and techniques essential for performing their public relations duties
- Demonstrate a better understanding of how to communicate effectively with the internal and external publics of the organization
- Play an active role in supporting the image and reputation of the organization

Course Outline:

Public Relations in a Changing Environment

- The origin and development of PR
- Definitions, scope and objectives
- New roles and perspectives
- The role of public relations in building the image of the organization

The Functions of Public Relations

- Planning and organizing the activities of public relations
- Ingredients of successful planning
- Main qualities of public relations professionals
- Public relations position in the organization

Public Relations & Communication

- Communicating with the internal and external public
- Nonverbal communication
- The communication abilities for public relations professionals

The Role of PR Professionals in Dealing with Internal & External Public

- Understanding difficult personalities
- Dealing with difficult personalities

Verbal Communication Skills

- Kinds of verbal communication
- Presentation skills
- Verbal and non-verbal skills while presenting

Written Communication Skills

- Types of written communications
- Effective writing skills
- Writing and producing newsletters, brochures, reports and magazines

Press Conferences

- Why to conduct a press conference
- How to prepare a press release
- How to conduct a press conference
- Preparing and circulating the press clippings