



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



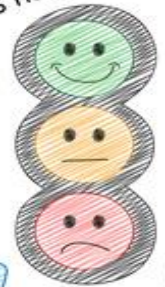
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Public Relations:
Strategies for success

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Public Relations: Strategies for success

Introduction:

A well-designed public relations program can supercharge your organization's image, reputation and success. Learn how to use PR tactics, strategies and approaches to give you a clear-cut advantage in today's cut-throat business world.

Course Objectives:

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

- Reposition your organization in the marketplace
- Develop a positive link between the public relations and marketing departments
- See exactly what editors want to say and how to say it to maximize media "pickups"
- Build a network of valuable media contacts
- Generate surefire results from releases, fact sheets, articles, speeches
- Gain management support and budgeting

What you will cover:

- How PR can support planning in your company
- How to write for PR assignments
- How to find your best opportunities in newspapers, magazines, radio, television, cable or video releases
- How to deal with the media
- How to use public relations as a "company crisis solver"
- How to measure success of your PR efforts

- How to target prospects and adapt your message

Course Outline:

Learning Objectives

- Reposition Your Organization in the Marketplace
- Develop a Positive Link between the Public Relations and Marketing Departments
- See Exactly What Editors Want to Say and How to Say It to Maximize Media "Pickups"
- Build a Network of Valuable Media Contacts
- Generate Surefire Results from Releases, Fact Sheets, Articles, Speeches
- Gain Management Support and Budgeting

Public Relations-What It Is and How It Impacts the Bottom Line

- Public Relations' Role in Business
- Definition
- Public Relations as Interpreter
- Public Relations as Preconditioner
- Difference between Public Relations and Advertising
- The Diverse Publics of Public Relations
- Public Relations as a Powerful Marketing Tool
- The Broad Scope of Public Relations Activities
- Personal Characteristics of a Public Relations Professional

Effective Writing Skills

- Fundamentals of Public Relations Writing
- Keys to Readability
- News Writing-The Inverted Pyramid
- Purposes of a News Release
- News Release Format

- News Release Style
- News Release Content
- Why Editors Don't Use Some News Releases
- Fact Sheet and Backgrounder
- Feature Story
- Case History
- Roundup Article
- Byliner
- Op-Ed Article
- Biography
- Speechwriting
- Broadcast Writing
- Letter to the Editor
- Overcoming Writer's Block

Working Effectively with the Media

- Building Good Relations with the Media
- The Avenues of Publicity: Newspapers, Magazines, Radio, and TV
- The Pitch Letter
- The News Kit
- The News Conference
- The Print Interview
- The Broadcast Interview

Dealing with Other Pertinent Publics

- Employee Relations
- Government Relations
- Community Relations
- Consumer Relations

Financial and Investor Relations

