



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

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Advanced PR Management
For Professionals

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Advanced PR Management for Professionals

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.

The program is a thorough and up-to-date introduction to the professional practice of public relations and communications in the 21st century organization. The value and nature of PR disciplines are established and linked to bottom-line performance. The tools and techniques to deliver business effectiveness in these disciplines are systematically covered, practiced and illustrated with a wide range of recent case-studies. The program includes personal action planning to ensure that the learning can be successfully transferred to your own work

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 program will enable you to explore:

- The range of PR disciplines and how they can benefit you
- The tools and techniques of effective PR practice in 21st Century
- Your planning and writing skills for a range of media
- Mastery of PR campaigns and projects.

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:

- Examine the role of communications/PR in the 21st 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 center
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness

Course Outline:

The Complete PR & 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

Summing Up

- 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