



Mastering Public Relations and Communications Practice

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Introduction:

Communications and PR are at the heart of business performance. Modern methods, tools and channels have greatly increased its power. This lively and challenging program is focused on developing skills and competence to practice effectively in today's organizational environment. In this program you will learn how to:

- The range of activities and skills of PR and how they can benefit you
- The tools and techniques of effective PR practice
- To improve your planning and writing for a range of media
- To deliver successful events, visitor and VIP program
- Writing a clear PR/Communications brief
- Planning communications activity to meet client need
- Developing the electronic PR/Communications Centre
- Developing crisis media management techniques
- Developing media interview techniques
- Developing personal effectiveness.

Who Should Attend?

- PR and Communications practitioners who want to update their skills
- Newcomers to PR/Communications
- HR professionals who have communications roles
- Managers who want to add high-level communications skills to their personal portfolios

Training Methodology

The program uses a rich mixture of practical exercises, case-studies, questionnaires, syndicate and group work and video/DVD examples. Participants will be asked to reflect on and to discuss their own professional issues and experience.

Program Summary

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.

Course Objectives:

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

- Examine the role of Communications/PR in the 21st Century Organisation
- 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 Centre
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness

Course Outline:

DAY 1 - The 21st Century Communicator

- Introduction and welcome
- Goal setting for the program
- The role of Communications PR in the organization
- The range of media and channels
- A problem-solving approach to PR
- Personal goal-setting for the program

DAY 2 - From theory to successful practice

- Communications models: implications for practice
- Psychological themes and construction in practice
- The art of influence and persuasion
- Ethics and communications
- Organizational transparency and communications
- Taking and interpreting communication briefs

DAY 3 - The Medium is the Message

- Managing stakeholder relations
- Managing government relations
- Choosing channels - matching media to tasks and stakeholders
- Writing and editing a newsletter, newspaper or magazine
- Writing for the web
- Organizing events and exhibitions

DAY 4 - e=Management x Communication

- Improving the power of communications in the organisation
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management

DAY 5 - Putting it all together

- 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

Summary and Conclusion