

Advanced Public Relations Management (The Effective PR Executive)



INTRODUCTION

This highly interactive and fun programme enables you to examine today's communications environment looking afresh at how we establish and defend our reputation, help deliver business goals and influence government, critics and consumers. In a time of rapid technological and social change any organisation 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 programme will enable you to:

- Use the full range of PR disciplines to benefit you and your business
- Match the tools and techniques of effective PR to your projects
- Improve your planning and writing skills across a range of media
- Know how to run brilliant PR campaigns and projects

WHO SHOULD ATTEND?

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

PROGRAMME OBJECTIVES

- This programme aims to enable participants to achieve the following objectives:
- Develop increased skill in writing and editing for print and the web
- Learn how to write a clear PR/Communications brief
- Learn how to develop an electronic PR/Communications Centre
- Develop crisis media management techniques
- Perfect media interview techniques and briefing skills
- Develop personal communications effectiveness

TRAINING METHODOLOGY

The programme 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.

PROGRAMME SUMMARY

The programme is a thorough and up-to-date introduction to the professional practice of public relations and communications in the 21st century organisation. 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, practised and illustrated with a wide range of recent case-studies. The programme includes personal action planning to ensure that the learning can be successfully transferred to your own work.