



PR146

MEDIA AND PUBLIC RELATION

(Accredited by ILM)

Course Introduction:

Welcome to the Networking and Public Relations workshop. In this workshop, you will get knowledge you need to manage effectively your image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities.

Networking and public relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. This workshop is designed to give you practical teaching and hands-on tools that will get you networking once you complete this course. Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal/ external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration

Course Objectives:

By the end of this workshop, you should be able to:

- Network for success
- Manage “Meet and Great” opportunities
- Dress for success
- Write effectively
- Set goals
- Manage media relations
- Plan issue and crisis communication
- Use social media
- Deliver effective employee communication

Who Should Attend?

Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal/ external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration

Course Outline:

Module One: Getting Started

- Workshop Objectives

Module Two: Networking for Success (I)

- Creating an Effective Introduction
- Making a Great First Impression

Module Three: Networking For Success (II)

- Minimizing Nervousness
- Using Business Cards Effectively
- Remembering Names

Module Four: The Meet and Greet

- The Three-Step Process
- The Four Levels of Conversation
- Case Study

Module Five: Dressing for Success

- The Meaning of Colors
- Interpreting Common Dress Codes
- Deciding What to Wear

Module Six: Writing

- Business Letters
- Writing Proposals
- Reports
- Executive Summaries

Module Seven: Setting Goals

- Understanding Goals
- Smart Goals
- Helping others with Goal Setting

Module Eight: Media Relations

- Television
- Print
- Web Presence, Blogs & the Internet

Module Nine: Issues and Crisis Communication Planning

- Gauging the Impending Crisis Level
- Providing Feedback and Insights
- How Information Will be Distributed
- Tracking the Overall Effect

Module Ten: Social Media (The PR Toolkit)

- Blogs
- Wikis
- Podcasts
- Social Bookmarks
- RSS Feeds

Module Eleven: Employee Communications

- Verbal Communication
- Non-Verbal Communication Skills (Body Language)
- Email Etiquette
- Negotiation Skills
- Making an Impact

Module Twelve: Wrapping Up

- Words from the Wise

International Certification

At the end of the training, Assessments will be given and will be validated by ILM (Institute of Leadership and Management)

Please note that only successful candidates will receive ILM issued Certificates

About ILM (Institute of Leadership and Management)

The Institute of Leadership and Management (ILM) is Europe's foremost leadership and management body.

ILM provides qualifications in leadership and management, coaching and mentoring and specialist areas such as social enterprise. We accredit 2,500 training experts to deliver our qualifications globally.

ILM also connect a community of 35,000 leaders and managers committed to making a real difference to their organizations. They become better managers by receiving the professional recognition and management support that comes with ILM membership.

About ICTD

ICTD tries to maintain the standards of teaching by the help of different accrediting body; IAO (ISO 9001: 2008), ACTVET, PMI®, QRS, CAMBRIDGE, International PMA, CILT, University of Cambridge, MICROSOFT and ILM (Institute of Leadership and Management).

ICTDs program are designed to offer our clients the latest information and techniques in their relevant sectors, making them aware of all the advancements in their respective industries.

ICTD upholds its 4 guiding principles; Integrity, Innovation, Teamwork and Dedication in every aspects of the business.

Course Methodology:

Based on case studies (30%); Techniques (30%); Concepts (10%) and Role Play (30%)

- Pre-test and Pro-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session