



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



FUNDAMENTALS & STRATEGIES of Success in Public Relations Management



Course Introduction:

This training course in **PR Management** has been designed to help delegates improve their strategic thinking when designing a PR campaign. The training provides them a comprehensive overview of the most effective Public Relations Management tactics that can make a difference in their organizations **branding, corporate communications and media relations**.

Course Objectives:

Upon successful completion of this training series, participants will have learnt how to:

- Lead and project manage a successful PR campaign
- Apply the most up-to-date PR techniques, methodologies, tools
- Identify and capitalize on PR opportunities,
- Overcome the challenges and minimize risks
- Maximize the Return on Investment (ROI)

Who Should Attend?

This training program was designed for the benefit of:

- PR Directors
- PR Managers
- Marketing Directors
- Marketing Managers
- Company Directors
- Those in PR in public sector, private sector and not-for-profit organizations
- Those in PR at the national, regional and community level
- Those working for international, global or supranational organizations
- Advisors at Ministerial level in government departments
- Advisors to Directors and top Managers in other organizations
- Owners or account directors in public relations consultancies

Course Outline:

What you are promoting?

- PR to promote organization's vision, mission and strategy
- Benefits of products and services
- Target messages for specific audiences, stakeholders and markets
- Objective measures of success: KPIs
- Return on Investment: ROI

Social media and multi-media

- Understanding the scope, power and immediacy of these media
- Monitoring what is said, where and by whom
- Responding to negative feedback positively
- Pro-actively participating in social and multi-media
- Dos and don'ts

Five steps for a successful PR plan

- Agree your objectives, set targets and quantify results
- Appropriate channels, methods and mix
- Maximize budget and resources
- Recruit and manage your PR team: internal and external
- Effective project management of the implementation

Media relations

- What do you want from editors, journalists and their media?
- What do they need from you?
- Understand the pressures and deadlines they are under
- Work together to build long-term durable relationships
- Ten top tips for developing lasting relationships

Press conferences and interviews

- Managing press conferences and dealing with journalists' enquiries
- Giving winning television interviews
- Radio interviews with impact
- Handle difficult questions on the telephone
- Avoid the 5 most common mistakes

Planning a successful PR campaign

- Agree strategic objectives globally, nationally, regionally, locally
- Appropriate communication for each market, stakeholder and audience
- Objectives measures of success and desired outcomes
- Project management of implementation of plan
- Anticipate and prevent problems

Advising and developing senior people

- Advising politicians, senior civil servants, directors and managers
- Give winning presentations
- Public relations challenges as opportunities
- Harnessing creative conflict into productive output

- Budgeting and resource management

Building a reputation

- Clarify the key elements which comprise reputation
- Strategy to maintain a long-term reputation
- Minimize threats to reputation
- Defend reputation when under attack
- Rebuild reputation after it has been undermined or discredited

Issues and Crisis Management

- Anticipate sources of crises and mitigate risks
- Appoint crisis leaders and teams and allocate resources
- Create crisis plans for key eventualities
- Practice crisis plans regularly
- Case studies of impact on organizations of good and poor PR crisis management

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, hand-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

