

Modern Strategies in Public Relations Media

COM010

Course Description

In an ever-evolving landscape of communication and media, the role of Public Relations (PR) has become paramount in shaping organizational success. This comprehensive 5-day course is meticulously crafted to empower public relations officers and key personnel with the knowledge and skills needed to navigate the complexities of contemporary PR.

Course Objectives

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

- Analyze and assess the latest PR concepts and strategies in a variety of contexts
- Appraise certain PR techniques and approaches appropriately in order to link them to the working environment
- Demonstrate key PR skills relating to verbal and written communication as well as editorial, layout and production techniques
- Apply the main media skills in PR
- Prepare, present and deliver effective oral messages in public
- Use their PR skills as promotional tools

Who should attend

Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal and external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this course.

Course Duration

5 Working Days

Course Outlines

1. PR Concepts

- Criteria for successful PR
- PR tools
- Definition, roles and situations
- Qualities for successful PR staff

2. PR and Communication Skills

- Importance of communication in PR
- The PR officer as communicator
- Exchange of messages
- Models of communication process
- Overcoming communication barriers
- Importance of body language in PR activities
- Definition of effective writing
- Use of clear language
- Writing memos, letters
- Preparing colorful newsletters
- Designing and preparing attractive brochures

3. PR Responsibilities

- Corporate image identity and reputation
- Benefits of an effective corporate image
- Internal and external spheres
- Forming a corporate image on the spheres

4. PR and the Media

- Definition of media
- Types of media
- Recorded and live interviews
- Behavior during media interviews
- PR and the media: the tools
- Press conferences
- Preparing press kits
- Preparing press releases
- Dealing with the media
- Building good relations with the media
- Dealing with the press during times of crisis

5. Presentation Skills and Delivering a Speech

- Key characteristics of dynamic speakers

- Importance of preparation
- Selecting a topic and purpose
- Analyzing the audience
- Rehearsing the speech
- Public speaking anxiety
- Verbal characteristics and eye contact

6. The PR Promotional Role

- Decision making process of consumers
- Corporate community involvement
- Marketing PR (MPR)
- PR role in marketing
- Sponsorship and promotions
- Organizing different exhibitions

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