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Enhancement of Public Relations in the Public Sector

Course Overview:

As far as Communications and PR are concerned these are the heart of any business performance. They are different modern approaches, tools, and channels that have greatly increased their power. This active and challenging program is focused on increasing skills and competence to practice effectively in today's organizational environment.

Course Objectives:

At the end of this course, the participants 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 Coverage:

Topic 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

Topic 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

Topic 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

Topic 4: Management of Communication:

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

Topic 5: Putting It All Together:

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your visibility
- Networking and effectiveness
- Team working and your effectiveness
- Time management and work planning
- Summary and Conclusion

Targeted Participants:

- PR Managers, PR Executives & PR Officers
- Public Affairs Professionals
- Marketing Professionals
- Branding, Product & Marketing Managers
- Communications professionals who want to update their professional skillset