



UNIX Trainers & Consultants

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Public Relations & Communications in the Public Sector

Course Overview:

Public Relations and Communications are at the core of business performance. Different modern methods, tools, and channels have greatly increased the speed at which communications can be experienced, from local to global. A possible difference between public relations and communications is the exchange of information. Sometimes, public relation is a one-way channel that imposes information in an attempt to have a more favourable public image. Communications may be more rooted in the two-way functionality of receiving feedback and making changes based on information collected

Course Objectives:

At the end of this course, the participants will be able to:

- Set Corporate Affairs in strategic anticipatory and effective context
- Develop an understanding of stakeholder programs for regular, focused communication
- Examine the development of Corporate Affairs tools
- Understand the development of strategy/plans/tactics and coordinate these
- Evaluate and the use of research
- Learn the tools and techniques required to manage reputation in a complex media environment
- Manage knowledge within the business for effective media management
- Shape external perceptions of their organization through first-class corporate internal communications
- Develop a strategic approach and a clear plan of action

Course Coverage:

Topic 1: The Power of Communication:

- Goal setting
- Corporate Affairs and Public Affairs approaches
- Corporate Identity and image
- Corporate communications overview and strategy
- External reputation management Communication as a change agent

- Communication is a goal for all managers

Topic 2: From the Inside Out: Crafting Consistent Messages:

- Internal communications
- Family and friends as Stakeholders
- Measuring emotional capital
- Communications channels mapping and monitoring
- Setting internal communications goals
- New media for rapid interaction
- Champions, opinion formers and incentivization
- The place of the company magazine/newsletter
- The multinational internal communications program
- Commitment from internal decision-makers

Topic 3: Risks and Threats: Their Identification and Management:

- Single issue politics
- Special interest groups
- Whistleblowers and the Rules of disclosure
- External opinion formers
- Cause-related PR and core values
- Campaigns, their design and planning
- A crisis management toolkit
- Stakeholder interest inventories
- Opinion former networks

Topic 4: Corporate Affair/PR in the Corporate Mix:

- PR in the communications mix
- PR in the marketing mix
- Direct response PR
- Financial PR
- PR and strategy
- Brand PR
- Persuasion measurement techniques
- Integrating PR/Communications and marketing plans
- The art of leveraging
- Corporate affairs and customer relations

Topic 5: Powerful and Persuasive Action Planning:

- Measurement of performance: bottom-line impact
- Translating strategy into tactics
- Horizons for PR and corporate affairs development
- Tools and Techniques Summary: a tactical inventory
- Recruiting allies: a networking approach
- Justifying the plan and convincing top management
- Making the most of other disciplines to maximize results
- Individual and group consultancy
- Further sources of help and information

Targeted Participants:

- Corporate Communications Practitioners and/or Managers
- Public Relations Officers and/or Managers
- Marketing Officers and/or Managers
- Digital and Social Media Specialists
- Internal Communications Practitioners
- Professionals Wanting to Improve Communications in Their Areas of Responsibility