

# Developing Public Relations

An **informatech** Training Course  
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( 5 Days Training Course )



## Why Attend

This course will take you step-by-step through proven approaches to Public Relations (PR) planning and management. By following these steps, PR professionals will achieve results that can be measured and reported back to top management, and directly contribute to the organization's success by enhancing its reputation and improving its relationships. You will be shown how the fundamentals of PR are vital, and how significant they are to understand organizational reputation and relationships. A PR professional can often be in a challenging, difficult and even confusing situation. Therefore, attending this course will enable you to develop the skills needed to present practical and achievable plans that win the confidence of management.

## Course Methodology

The workshop is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on presentations, role playing and group exercises, experience sharing in roundtable discussions, as well as team exercises and group debriefs.

## Course Objectives

**By the end of the course, participants will be able to:**

- List the functions of public relations in a changing environment
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional
- Practice the key communication skills and techniques essential for performing their PR duties
- Implement their know-how to communicate effectively with the internal and external public of the organization
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication
- Prepare and execute a press conference

## Target Audience

Managers, supervisors and officers experienced in public relations. Other key personnel whose work involves contact and interaction with the internal or external public, particularly in the areas of personnel, marketing, sales, training and administration will also benefit from this course.

## **PR in a changing environment**

The origin and development of PR  
Definitions of PR  
Scope of PR  
Objectives of PR  
Guiding principles of PR professionals  
PR campaigns  
New roles and perspectives  
The role of PR in building and supporting  
the image of the organization

## **The functions of PR**

Management principles  
Planning and organizing the activities of PR  
Leading and controlling PR projects  
Ingredients of successful PR planning  
Main qualities of PR professionals  
PR position in the organization  
Responsibilities of the PR professional

## **PR and communication**

Communicating with the internal and external public  
Key components in communication  
Diffusion and effects of communication  
What makes effective communicators in PR  
Communication functions  
Overcoming barriers in communication  
Non verbal communication  
The communication abilities for PR professionals

## **The role of PR professionals in dealing with the internal and external public**

Understanding difficult personalities  
Dealing with difficult personalities

## **Oral communication skills**

Kinds of verbal communication  
How to prepare for a presentation or a speech  
Rehearsing your presentation or speech  
Verbal and non verbal skills while presenting

## **Written communication skills**

Writing for the eye and ear  
Fundamentals of writing  
Written communication media  
Preparing a press release  
Writing and producing newsletters  
Designing and producing brochures  
Preparing articles for magazines

## **Press conferences**

Defining a press conference  
Reasons to hold a press conference  
Conducting a press conference  
Preparing a media and press kit  
Building good relations with the media  
Principles of dealing with the press during a crisis