

Certified Public Relations Professional

(5 Days Training Course)

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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.

Target Competencies

- Planning, organizing and leading
- Controlling and evaluating
- Written communication
- Public speaking and media handling
- Building rapport
- Providing and receiving feedback

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