

Public Relations Practice Including Communication

23rd – 26th October 2017 at The Capital Hotel 20west Sandton Johannesburg RSA



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Latest Trends And Techniques In The Practice Of Modern Day Public Relations Including The Biggest Influencer In Today's Strategic Communications Planning – Digital And Social Media Strategies

On This Course, You Will:

1. **Understand** and utilise the latest trends in social media practices
2. **Enhance** and sharpen your skills in crafting and implementing successful strategic communications plans
3. **Prepare**, assess, craft and manage winning crisis communications and relevant Public Relations (PR) campaigns
4. **Learn** the power of non-verbal communications and active listening
5. **Apply** persuasion and influence through PR techniques
6. **Understand**, analyse and devise the essential concepts of PR in order to successfully train future practitioners



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Course Timings:

Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 15:30. There will be two short breaks for refreshments and lunch will be served at 12:30 of each day's sessions

Who should attend?

Executives who wish to sharpen their public speaking skills

- Managers that need to get a fresh outlook on latest trends in PR
- Mid-Management Staff who are tasked with handling content and promotional collateral for company social media platforms
- Executives in charge of decision making and crisis communications planning for their organisations

Course Overview

The international free flow of information, globalisation and the speed at which news is being disseminated via social media have made the fields of PR and Marketing imperative for any business, government organisation, or corporation.

From world-leading nations to small islands, global corporations to local businesses, all are finding themselves exposed and vulnerable to the speed of communication and the power of unchecked narratives channelled through the web.

Today more than ever, they are vulnerable to crisis, as they are constantly put under the microscope. It is within this new media world order that the need for constant “engagement” and “relationship building” has become the bread and butter of PR and Marketing professionals.

This course will touch on the latest trends and techniques used today in the public relations industry while highlighting the shifts in the practice. Throughout the four days sessions you will learn the “how to”, “when” and “what” constitute a successful public relations campaign.

The applications of influence in communications and public relations will be explained along with focus group centred exercises and case studies based on the instructor's own experience with world leaders amidst conflict.

Digital strategies and current best practice in social media will be discussed and studied.

You will have an opportunity to use practical tools such as crafting key messaging around the “diamond” technique and the art of listening to persuade and influence.

Course Outline

Session 1: The Power Of Communications Today – Trends And Statistics

- What is shaping the course of strategic communications today and how?
 - Power of social media: The impact of free flow of information on users such as the millennials and how it is affecting PR practice
 - Facts and impact of social media: How connectivity and convenience have shaped the PR industry and altered its approach
- 2015 PR and communications' specific industry charts and data sheets – Handouts included

Session 2: Social Media Monitoring Tools And Benefits

- How it works
- What are the latest social media monitoring technologies
- How do they impact our world today?
- What are the known tools and how are they used?

Case study: Palm Springs Hotel

Session 3: Principles Of Communications

- Levels of communications
- What constitutes sound top level communications practices
- How to identify them within your own organisations
- Essential communications practices
- Key steps and latest trends in communications

Session 4: Essential Elements For A Successful Public Relations Program

- Concision in communications
- The art of PR and strategic communications writing
- Why being concise is key to successful messaging?
- The need for clarity in conveying any communication both internal and external within your organisations
- Non-verbal communications in business
- Not all communication is written
- Non-verbal communication – An integral role in any message conveyed

-Persuasion and influence Polish your techniques – Presenting, persuading and influencing your audience at work, with clients and in the press

Group exercises: Practice sheets on influence in communications

- Painting vivid verbal images
- Five decision-making styles: Harvard Business Review’s 10 Must Reads on Communications

Session 5: Key Elements Of A Public Relations Campaign

- Who, what, why, where, when, and how – the 5 ‘must-have Ws and H’ of any successful PR campaign planning
- Audiences and messages – what is an audience and why is it important to segment
- How to craft a bullet proof message – what constitutes a key message to effectively reach out to the target audience
- Strategies and tactics – how to identify objective’s, strategise and better utilise the tactics of the trade

Supporting material and handouts on how to identify the 5 Ws

Session 6: Understanding And Managing Risk – Crisis Communications

- Identify areas of possible risk
- What constitutes risk for your organisation
- Why should you care to identify it
- Develop an effective contingency/crisis plan
- What are the steps to follow
- How do you effectively prepare for any potential crisis
- Win the support of key stakeholders
- Identify them
- Learn how to manage and relay the right information to them in time

Case studies:

- Tylenol case that set the stage for all crisis communications worldwide and to date
- Post Abu Ghraib US DoD case study
- Checklists and discussion on a step-by-step approach and “how to plan”

Session 7: Essential Skills To Manage Public Relations Plans Energy And Personality

- The keys to success lie in you.
- How to harness the energy and practice winning in PR
- Judgment
- Why listening is important in communications
- Why we don’t listen and how to improve the skill
- Practice silence
- Balance talk and listening practices
- Learn when to talk and when to listen; this will lead to successful communications and outcomes
- Analysis – develop the ability to see outcomes before you start the planning
- Assess, develop and implement
- Tools and techniques to deliver stellar PR campaigns

Practical evaluation exercise on listening skills and scores included

Session 8: Presentation Skills – Best Practice

- How to deliver strong and convincing presentations in a professional way
- Latest shifts in presentational trends
- The old school methods
- What to keep and what to lose
- What is new and emerging in the presentation techniques of
- Today Speech delivery – what is a speech, how to deliver it
- regardless of audience and special techniques for successful speech delivery

Registration Form

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2nd Delegate Details:

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AUTHORIZATION

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<input type="checkbox"/>	Conference and Workshop (4 days)	\$ 2,350
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