

Public Relations Strategies and Implementation

(5 day course)



SHMAILAN

COURSE OBJECTIVE

The workshop will introduce you to the fundamentals of PR, including dealing with the media, writing press releases and developing and implementing a strategic PR campaign from scratch.

AUDIENCE

Who does this training benefit :

New trainers or experienced trainers who want to improve their training and development skills.

- Trainers
- HR staff
- HR Learning and Development

Course Prerequisites :

None

Workshop Structure :

- Theory supported by examples
- Case study
- Practical group exercises
- Supporting training material is provided to each participant

Timing :

9.00am to 1.00pm*

Refreshments and a one hour lunch break is provided

* Hours can be flexible based on client needs

Location :

Four or Five Store Hotel in Dubai*
Details provided upon registration

Course Benefits

You will develop a solid grounding in the theory and practice of PR: more focused planning, successful evaluation of PR campaigns, stronger writing skills and a sound knowledge of how the media operates.

The organisation will benefit from better-planned, more strategic PR campaigns with real commercial benefits. Understanding how to take control of the media agenda will mean positive messages are consistently delivered to stakeholders via the media. Running effective in-house PR activities will create and sustain your corporate reputation.

Public Relations Strategies and Implementation - Course Review

What You Will Learn

- Understand the relationship between PR and marketing
- Create a PR plan - either for a project or for a longer campaign
- Evaluate PR success
- Understand how the traditional and digital media
- Identify opportunities to place stories in the media
- Write a press release
- Deal with incoming media enquiries

Course Content

- The principles – what is PR, its labels, power and its position in the organisation
- Planning PR strategies and programmes
- Creative PR techniques that meet your objectives
- The media opportunities
- Relationships with journalists and bloggers
- Press releases and written communication
- Evaluating the effectiveness of PR

CANCELLATION POLICY

Delegates can cancel in writing at any time with the following fee applicable
 13 – 5 days 20% of training cost
 5 – 3 days 40% of training cost
 2 – training date 80% of training cost

NOTIFICATION

Joining instructions will be emailed to the training coordinator 5 days in advance of the workshop date

SCHEDULE

Public Relations Strategies and Implementation	January	February	March	April	May	June
	July	August	September	October	November	December
	X					X

PRICE

	\$ US
Per delegate	\$2995.00

BOOKING

1. **RESERVE** your place by emailing us at info@sigtraining.com
2. **CONFIRM** your attendance using the attached booking form

Public Relations Strategies and Implementation

Booking Form Fax Back
To
FAO INFO
Fax Number: 97143415352

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Dubai
United Arab Emirates
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Phone: 971502977030
Email : info@sigtraining.com

Company :
Address :
.....
.....Postcode :
Telephone : Fax :

Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : Surname :
Position : Department :
Email : Telephone :

Delegate Details

Mr/Mrs/Miss/Ms. (please circle)

First Name : Surname :
Position : Department :
Email : Telephone :

Course : Public Relations Strategies and Implementation

Date of Workshop :

Invoice Details

Company : Mr/Mrs/Miss/Ms. (please circle)
First Name : Surname :
Department : Email :
Address :
PO Number..... Postcode :
Telephone : Fax :

Cost of Course per delegate :
Number of delegates attending :
Total Cost :
Name (please print) :

SIGNATURE