





## Training Description:

This intensive course is a must for any business aiming to employ Public Relations Campaigns as part of their business operation. Sustained public relations campaigns can help drive strategic organisational change, build public perceptions and drive reputation with key stakeholders. Well planned and executed campaigns are a cost-effective means of changing perceptions and increasing stakeholder value for an organisation.

This powerful training takes a problem-solving approach to the design of PR campaigns. By closely fitting the campaign to core business priorities as well as project objectives campaign design reinforces key messages and organisational strategy. Participants will develop the skills to design, plan, cost, deliver and evaluate campaigns using the full range of PR media and channels. Case study examples in print will be used throughout. Action planning for the workplace to put ideas into action is a strong feature of the course. Participants will develop the skills to design, plan, cost, deliver and evaluate campaigns using the full range of PR media and channels. Action planning for the workplace to put ideas into action is a strong feature of the course.

### Highlights of the course include:

- Powerful planning tools
- A wealth of practical examples and frameworks
- Personal coaching and advice
- Incorporation of your own content into the course giving real, useable outputs
- A practical and theoretical toolkit for use beyond the course

## Training Objective:

### By the end of the training, participants will be able to:

- ✓ Identify performance and durability problems of concrete materials and structures
- ✓ Examine the range of PR campaigns and the purposes that they can achieve
- ✓ Develop a problem-solving approach to match PR campaign strategy to business objectives
- ✓ Plan PR campaigns to meet need setting clear objectives with behavioural outcomes and measurable results
- ✓ Examine a wide range of successful campaigns to judge the differing strategies and use of channels and media
- ✓ Measure risk presented during a campaign by increased public and media scrutiny and to plan to mitigate these risks
- ✓ To learn how to evaluate PR campaigns to demonstrate success to the business and to develop campaign methodology

### Organisational Impact:

Communicating effectively with key stakeholders is vital to the delivery of business goals. This course demonstrates how:

- ✓ PR can be a key element of business strategy through coherent and focused campaigns



- ✓ Clear business results can be driven by well-planned campaigns
- ✓ Reputation and Brand can be enhanced through well designed campaigns
- ✓ Risks involved in raising profile can be identified and mitigated
- ✓ Results can benefit all of your key stakeholders
- ✓ Maximum effect can be achieved for minimum financial outlay
- ✓ Results can benefit all of your key stakeholders

### **Personal Impact:**

The course examines a wide range of communications issues, skills and opportunities. As well as developing further personal competencies, and will help participants:

- ✓ To develop a more effective approach to communication in the workplace
- ✓ Select and use the best tools to add value to the organisation at a strategic level
- ✓ Develop personal action planning and understand how to 'sell' ideas to top management
- ✓ Plan evaluation of the campaign so that results are recognised within the organisation
- ✓ To develop creativity in communication
- ✓ To build confidence and mastery through personal coaching and advice

### **Training Designed for:**

This course is intended for PR practitioners/professionals and for senior professionals elsewhere in the organisation who want to use PR/communications tools to best effect in meeting business objectives. This course is relevant to anyone likely to have responsibility for the delivery of PR Campaigns for their organization but is relatively new to the concepts and practicalities of this facet of corporate communications; Middle and senior managers tasked with the direct delivery of campaigns or oversight of specialist sub-contractors; Senior operational managers with responsibility for managing teams whose role includes PR Campaigns; Senior managers up to Board level with responsibility for the strategic use of Public Relations.

### **Training Program:**

#### **DAY ONE:**

- ❖ PRE-TEST
- ❖ Course Introduction
- ❖ **Public Relations in Business**
  - An overview of the scope and role of Public Relations in an organization
  - The importance of reputation management
  - The role of the brand
  - The PR Transfer Process and communications theory
  - Definitions of campaigns
  - The Six Point PR Plan framework for campaigns
  - Assessing your PR situation



### DAY TWO:

#### ❖ Setting Campaign Objectives and Identifying Stakeholders

- Setting Objectives to meet your business needs
- Translating objectives into a practical campaign outcomes
- Identifying your publics
- Assessing what your stakeholders think of you
- Learning their language
- Applying creativity to messaging
- The importance of third party endorsement

### DAY THREE:

#### ❖ Choosing the Right Media - Mass Media

- Features and facets of newspapers, magazines, TV and radio
- Keeping your objectives in mind
- Choosing the right titles for the right audience
- Mass media news generation and management
- Is it a media story - what's in it for them?
- Invitations and press releases
- Conducting interviews and briefing interviewees
- Managing filming
- Photography

### DAY FOUR:

#### ❖ Choosing the Right Media - Other Campaign Media

- Involving your "in-house" media
- Corporate video
- The role of corporate web sites
- Social media in campaigns
- Events as part of campaigns
- Using VIPs or celebrities
- Direct face to face communication
- Lobbying

### DAY FIVE:

#### ❖ Budgets and Evaluation

- Costing a campaign
- Evaluating campaigns
- Crisis management and contingencies
- The in-house PR Team - Staffing, setting up and running it
- Buying in help - what to look for in a consultancy and how to get the best from them
- Personal action planning

#### ❖ Course Conclusion

#### ❖ POST-TEST and EVALUATION



### Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request".

### Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

- 30% Lectures, Concepts, Role Play
- 30% Workshops & Work Presentations, Techniques
- 20% Based on Case Studies & Practical Exercises
- 20% Videos, Software & General Discussions
- Pre and Post Test

### Training Certificate(s):

Internationally recognized certificate(s) will be issued to each participant who completed the course.

### Training Fees:

**As per the course location** - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### Training Timings:

#### Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:30	Recess (Prayer Break & Lunch)
13:30 - 15:00	Last Session

**For training registrations or in-house enquiries, please contact:**

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Training & Career Development Department

