



# The Administrator's Guide to PR

**A one-day workshop on the scope and role  
of public relations  
It is for administrative support staff who  
work in a PR department or consultancy**



PROFESSIONAL  
**£325\***

\*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

## Aims of the course

Delegates learn what public relations sets out to achieve.

They learn its role and the various functions that it embraces. They are shown practical tips for basic press and media relations. They see how PR plans are put together.

## Delegates learn how to:

- Understand how PR fits in with other disciplines, like advertising and marketing.
- Work out how the various techniques of PR link together to give comprehensive corporate communications.
- Appreciate the key elements of a professional PR plan.
- Deal confidently with representatives of the press and media.



PR Training Provider

**[www.henshallcentre.com](http://www.henshallcentre.com)**

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

## COURSE CONTENT

### What is Public Relations?

Defining public relations and its role in an organisation.

Understanding the different contributions of PR and such functions as: advertising; marketing; customer relations; and public affairs.

Recognising the boundaries of PR.

### The Public Relations Plan

How to develop a simple public relations plan.

Understanding the key elements of the plan.

Tips on how to implement a programme and measure results.

### Introducing Press and Media Relations

Become familiar with the different categories of media.

Practical advice on how to deal confidently with your contacts in the press and media.

Guidelines on how to field enquiries from journalists without wasting their time or causing problems for your employer.

### Co-ordinating Press Events

A well planned event can generate a high level of publicity.

An overview of how to plan, organise and evaluate a press event.

## Plan your training

*The Administrator's Guide to PR* is a solid grounding for PR assistants and support staff working in a PR department or consultancy.

It is a natural foundation for the rest of our training. It gives delegates an understanding of what PR work tries to achieve.

Should the delegate be offered a move into an executive role, it will have given them a flying start for our two day workshop: *Fundamentals for PR Practitioners*.