



## Creativity in PR

**An intensive one-day professional development workshop  
on the nature of creativity and how to apply it to PR**

**It is for both in-house PR executives  
and those in consultancy**



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

### Aims of the course

Delegates are shown a framework for understanding the process of creativity and applying it to the PR function. They identify the key components of creative thought and the critical importance of focusing on stated objectives.

They learn proven methods for facilitating group brainstorming sessions, as well as techniques for tapping into their creative gift, a rarely trained but defining characteristic of successful PR executives.

### Delegates learn how to:

- Recognise opportunities for creative problem solving
- Establish creative dialogue with their colleagues
- Use simple techniques to tap into their own creative potential
- Apply creativity to their PR plans
- Understand the very essence of creativity and how it can be used commercially



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

#### Understanding Creativity

The nature of creativity. How to recognise the gift in each of us. Escaping mind sets. Ways to look beyond self-imposed assumptions.

The four stages of the creative process. How to open up options and discover a whole new world of possibilities.

#### Organising Creativity

Simple systems for creating an atmosphere in which creativity can flourish.

Blockbusting. Lateral thinking. Reversal techniques. Concept challenge.

How to trigger unexpected connections and escape straight line thinking.

#### Creative PR Plans

Setting clear objectives for your creative effort.

Understanding the mind sets of your target audiences.

The dangers of free spinning creativity. Setting the right tone for creative thought. How to apply it to solving public relations problems.

#### Creating Opportunities

Using creative thinking to increase openings for your public relations work and to grow the business opportunities available to you.

Using creative analysis to overstep boundaries and become advisors to your management or clients.

Harnessing creative insights to commercial goals.

### Plan your training

*Creativity in Public Relations* is for public relations practitioners who have to come up with ideas as part of their job. It is not aimed at any particular level of seniority.

This analysis of the role of creativity in public relations complements and expands the creativity session on our two day course on detailed action planning: *Managing PR Campaigns*. The two courses are completely self-contained and can be taken in any order.