

## Developing PR Strategy

**An intensely practical one-day workshop on  
prioritising multiple PR campaigns and winning  
management support for your choices**

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

PROFESSIONAL  
**£365\***



\*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

### Aims of the course

Delegates get a framework for identifying the key campaigns on which proactive time is best spent, preparing for issues which could become critical and handling reactive work in the press office. They learn proven methods for involving top management in the PR decision making process.

This is a top level course. It is for senior executives responsible for the whole of, or a large part of, the PR function.

### Delegates learn how to:

- Establish management liaison systems
- Establish dialogue with their employing organisation's stakeholders
- Monitor changing priorities for proactive PR effort
- Lay the basis for effective management of issues and crises
- Understand the key criteria required for excellence in PR practice



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 Excellence

International research into what makes for excellence in PR strategy. The key criteria for establishing excellence.

The role of the techniques of *Campaign Based Management* in establishing excellence.

#### Issue Analysis

Simple systems for identifying matters which are affecting your corporate reputation, or may do so in the foreseeable future. These matters may be issues, or may be previously unconsidered contingencies which must be prevented from becoming crises.

How to guide corporate debate on prioritising these matters and on allocating resources to their handling.

#### Becoming the Responsive Organisation

Establishing cost-effective dialogue with your organisation's stakeholders. Creative methods of listening to what your audiences have to say to you without having to conduct very expensive research.

#### Establishing Management Involvement

The crucial importance of formalising the contribution of top management to public relations strategy.

How to organise this liaison to focus PR effort on the areas where it gives the best payback.

How to ensure that the PR function has the influence to change an organisation when necessary.

#### Plan your training

*Developing PR Strategy* gives a top level view of public relations activity. It is particularly complemented by two courses on detailed action planning.

*Managing PR Campaigns* covers the techniques needed to produce and implement a proactive PR campaign plan. *Crisis Management* deals with detailed contingency planning.

The courses are self-contained. They can be taken in any order.