

Fundamentals for PR Practitioners

*An intensely practical two-day workshop
covering the essentials of public relations*

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

PROFESSIONAL
£485*



*For companies in the PRCA or delegates in the CIPR. Full price £595+VAT.

Aims of the course

Delegates gain a clear picture of public relations as a management discipline. They are taught to identify what their employing organisation and also the press and media are trying to achieve. They learn practical skills needed to operate effectively.

Delegates learn how to:

- Understand what an organisation is trying to achieve with its PR
- Focus PR effort on defined aims
- Understand what the press want from PR
- Write press releases that get coverage
- Work with journalists to maximise that coverage
- Handle company politics and organise their work effectively
- Commission eye-catching photography

Wherever possible, the last session of day one is given by a visiting journalist.



PR Training Provider

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

Day One

Why Companies Pay for PR

The role of reputation in competitive strategy. How good PR helps a company grow.

The Principles of Marketing

The role of brand image. The relationship between PR and marketing. The four Ps; the product life cycle; cognitive dissonance; selective perception; and why they are important.

Understanding Corporate Communication

Why some campaigns fail and others succeed. The difference between corporate personality, identity and image. Why it is crucial.

Understanding PR Strategies and Tactics

The structure and critical elements of a PR plan. The vital importance of timing.

Working with the Press and Media

Wherever possible, this session is given by a visiting journalist

What journalists want from PR. How news is gathered. How newspapers are organised.

Day Two

Working as Part of a Team

Liaising with colleagues and clients. Using the "closed loop" to understand company politics and corporate complexity.

How to Write a News Release

Getting the story across fast. Keeping your release short but comprehensive. Structuring for maximum effect. Using editor's notes. How planning helps style.

Presenting a News Release

Formatting a news release professionally. Spacing; headlines; contact details.

Maximising Coverage

Working with journalists. Using interview calls and photo calls. Making yourself a contact.

Handling Journalist Enquiries

How to be the company spokesperson, not a message taker who will "get back to you".

Using Photography

How to plan and commission eye-catching photography. How to caption and file it.