

Getting the Best from your PR Agency

*A one-day workshop for
those who need to maximise the performance
of one or more public relations agencies*

PROFESSIONAL
£365*



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

Aims of the course

Delegates focus on how their public relations agency fits effectively into their organisation and contributes to achieving its goals.

They are shown a reporting framework that highlights any need for corrective action.

They learn the responsibilities necessary to become a "good client".

Delegates learn how to:

- Brief their agency so as to give a solid foundation for a successful programme
- Establish the confidence and trust that allows both parties work more effectively
- Set attainable expectations that can be supported by management
- Establish workable systems for monitoring progress and making 'course corrections' as needed
- Build an effective evaluation process with meaningful feedback



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

In the Beginning

Often, the most difficult phase of the relationship between an organisation and its agency is the early 'honeymoon' period. Important time and impetus can be wasted if the agency is not brought up to speed effectively.

A comprehensive briefing is critical as you get to know your agency team and they get to know you.

Implementation

It is critical that you and your agency share a clear, common understanding of what you require. This must be realistic and within the agency's remit. Then they must deliver to objectives and to your professional standards.

Interpersonal Skills

Good people skills are vital to get the best from your agency team. This involves understanding individual responsibilities, the agency hierarchy and the principles of clarity in goal setting.

Monitoring and Evaluation

Evaluation goes well beyond press coverage. Management systems are needed to keep track of progress, adjust where necessary and plan for the future.

How to ensure that agency feedback gives you the information you need for each of these functions.

Plan your training

Getting the Best from your PR Agency shows how best to use this significant communications resource to help achieve your organisation's objectives. It is about managing the agency, not managing PR.

The course complements *Developing PR Strategy*. That course addresses how to integrate public relations into corporate management.