

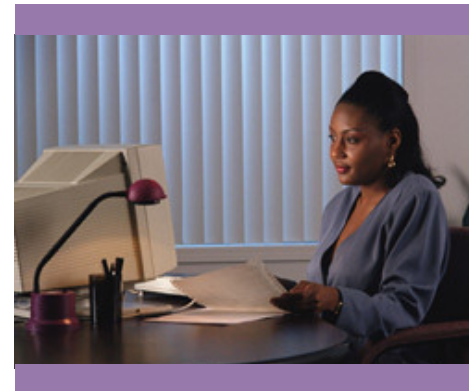


# The Perfect PR Administrator

**A one-day course developing the business and interpersonal skills of the PR administrator**

**It is appropriate for both in-house departments and consultancies**

PROFESSIONAL  
**£325\***



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

## Aims of the course

Delegates are shown how to improve their contribution to an organisation. They see how their business works and what their role is within it.

They learn how to handle pressures of time and assert themselves. They get to write their own letters and draft reports.

## Delegates learn how to:

- Understand the business process.
- Manage their time better.
- Increase their business skills.
- Improve their written and verbal skills.
- Assert themselves when needed.
- Become a valued member of the PR team.

## Plan your training

*The Perfect PR Administrator* equips delegates to make the most of themselves in a busy business environment. It focuses on the key skills needed to succeed in a busy PR department or firm.

*The Administrator's Guide to PR*, its natural companion course, focuses more on understanding how PR contributes to an organisation's success.

[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

### Sales and Marketing

An outline of the differences between the two. Where PR fits into the corporate structure. The differences between PR and advertising.

### The Role of PR

A look at the techniques used by PR and the reasons behind them. The various ways in which PR is used to deliver messages and how it reaches its targets.

The personal qualities needed for an effective PR person.

### Business Writing, Letters & Reports

Some of the common pitfalls of business writing. How to structure persuasive letters and efficient reports.

### Time Management

How to manage your time more effectively. Allocating priorities for your work. Specific techniques to smooth the work flow and ease the pressures on your time.

### Dealing with Executives

How to build an effective relationship with your executives. Anticipating some of their needs and understanding others. Making sure they are properly supported.

Specific telephone techniques for handling internal and external messages.

### Dealing with Clients, Colleagues and the Media

Why it is important to handle clients correctly. Understand the pressures that they are working under. How to get the best from your colleagues.

How to handle journalists. Understanding their agenda.

### Assertiveness

Understanding the difference between assertion and aggression. How to resolve conflict. How to keep issues business based instead of personal.



PR Training Provider