

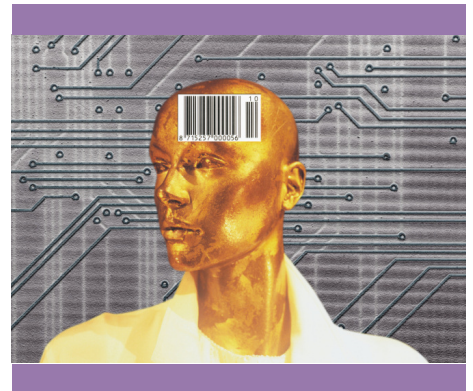


The World of Digital PR

A practical one-day workshop that: demystifies the jargon surrounding the world of social media; shows how to harness its opportunities; and looks at where it is all heading.

It is equally applicable to in-house practitioners 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 clear understanding of how technology is changing the PR world.

The course is taught by an older practitioner who is fascinated by the new world. Older delegates get a plain English guide to what is going on in digital PR. Younger delegates see how to avoid repeating the mistakes of the old world.

The concepts in this course underpin all workshops in our digital PR range.

Delegates learn how to:

- Understand what is out there and how to harness it all.
- Monitor what is being said and who is saying it.
- Embrace their new found ability to hear what their target audiences are saying to them (or screaming at them).
- Take a fresh look at their corporate web presence.
- Predict where the whole online world is heading.

COURSE CONTENT

The Digital Landscape

Why the social media have become so popular. What that means for the PR practitioner. The interaction between Twitter, Facebook, LinkedIn, blogs and web sites.

Finding your target audience. Why it is important to stop thinking of them as your target audience.

How to Use Digital PR

Building your community. Focussing on shared interests. Establishing your expertise.

Shifting the focus from campaigning to engaging. What that means in practical terms.

Monitoring the chatter. How to track who is saying what?

Interacting with journalists online. Establishing relationships with bloggers.

Blending Online and Offline PR

Why the social media don't mean the end of the print and broadcast media. How the print and broadcast media use the social media. How the social media have superceded the boozy lunch.

Where Next?

Who knows what strange-sounding tools are being dreamed up as we speak? This session attempts to identify the basic criteria that new developments will probably have to satisfy.

It charts the attributes that corporate communicators will probably need to succeed as the social media proliferate.

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.



PR Training Provider