

## Training Workshop Module Overview

Innesskirk's innovative "Public Relations And Media Relations" provides Senior Managers with the knowledge and competence to effectively manage their personal image and value, as well as the organization's image, products and activities by forming solid networks and strategic communication planning.

Networking and public relations (PR) are the most positive methods of communicating value. Good networking skills enable Senior Managers to tap into existing relationships and increase the scope and influence of their network. This workshop is designed to boost awareness and provide practical knowledge and hands-on tools for effective networking.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course. Delegates will be asked to identify a project where the techniques and skills learned during the course can be implemented within an identified period of time.

## Workshop Objectives Delegates Will Be Able To...

- Understand the role of PR in the organization
- Facilitate communication methods and strategies
- Network for success - "Meet and Greet" management
- Appreciate first impressions, body language and appearance
- Evaluate principles, ethical and legal issues
- Plan and manage a PR campaign
- Manage media relations and PR consultants
- Plan issue and crisis communication
- Recognize the impact of social media

## Post Workshop IMPACT™ Program

**IMPACT™ Project** – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

**IMPACT™ Coaching** – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™ Project**. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

## Workshop Agenda – DAY ONE

### WELCOME

#### Introduction And Course Objectives

Agenda begins with the introduction of course objectives, material methodology and pedagogy. Instructor will include the introduction of delegates through icebreaker activity.

#### Role Of Public Relations In The Organization

Instructor will review an overview of the role of PR, definitions, meaning and development of the PR function in Organizations. Delegates will proactively plan and manage a PR-Campaign.

#### Ethical And Legal Issues

Segment includes an overview of the ethical and legal issues like copyright, Libel, Slander, Information access.

#### Effective Internal Public Relations

Senior Managers concentrate on Corporate PR, linking internal PR to business goals and strategy. Discussions will include the importance of management commitment and links with HR and other business functions, formal and informal communication channels and how they work.

### LUNCH

#### Effective External Public Relations

Exercises include external communications tools and techniques; managing media relations and PR consultants; Business-to-Business communications; lobbying; sponsorship and community communications.

#### Controlled And Uncontrolled Media

Delegates discuss the best use of tools and techniques, including: Events (product launches, conferences, and exhibitions); Controlled Media (brochures, newsletters, video, and websites); and Uncontrolled Media (print, broadcast, internet).

#### Online Public Relations

This segment includes a discussion of the social media landscape and impact of social media, commercial implications and developing a social media and PR strategy.

### CLOSING

Review the main points of interest of the day, identify possible work-projects and preview day two.



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## Workshop Agenda – DAY TWO

### WELCOME

#### Corporate Social Responsibility (CSR)

Senior Managers must comprehend the increasing importance of Corporate Social Responsibility and sustainable business practices and the inclusion of CSR as an Integral Element of overall business strategy.

#### Dealing With Interviews

Delegates hone their skills surrounding interview techniques, preparation, scripts, sound-bites, statements, keeping control with sample Questions and Answers.

#### Media And Media Writing

An in-depth look at the roles that media plays in the PR, including: Newspapers, TV, Radio, Trade publications, Magazines. Discussion will include: building effective relationships with the media; matching media with public; writing press releases (date, headline, structure, wording, contact details, graphics, and note to Editor); distribution lists and coverage.

### LUNCH

#### Presentation Skills Overview

Delegates will learn and practice the fine points of Preparation, Content, Structure, Delivery, Visual Aids, Management of Locations and Audiences.

#### Marketing Communications

Segment focuses on getting your product message across using advertising through different media, such as Magazines, Newspapers, Posters, Billboards, Ambient Advertising. Discussions include the Relationship between Advertising and PR.

#### Crisis Communication And Crisis Management

Senior Managers must be familiar with the definitions and typologies of crises, crisis management planning and creating their crisis management team. Delegates rehearse communicating in a crisis and the aftermath of a crisis and reputation management.

#### Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

### CLOSING

Review the main points of interest for the course, deliver course administration like evaluation, action plan, certificates.

## Do You Have Specific Requirements?

#### Tailoring For In-Company Delivery

Innesskirk is able to customize this workshop as a one, two or three day event. We can also adapt the content to meet your specific training objectives.

For more information about our In-Company specialized workshop services, email us at [info@innesskirk.com](mailto:info@innesskirk.com) to discuss your specific requirements further.



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