BLACKBIRD FOR TRAINING

Public Relations Professional

Kuala Lumpur (Malaysia)

10 - 14 February 2025

UK Traininig

PARTNER

www.blackbird-training.com

Public Relations Professional

Code: PR28 From: 10 - 14 February 2025 City: Kuala Lumpur (Malaysia) Fees: 4200 Pound

Introduction

Public Relations and Corporate Communications are at the heart of business performance. Modern methods, tools, and channels have greatly increased the speed at which communications can be experienced, from local to global. This programme looks at a variety of corporate communication tools and models before examining in detail the potential value and role of key stakeholders in corporate affairs and public relations processes. It looks at approaches that will permeate the whole organisation as well as the specialist disciplines within public relations and corporate communications.

Training Objectives of Public Relations Professional

- Set Corporate Affairs in its strategic anticipatory and effective context.
- Develop an understanding of stakeholder programmes for regular, focused communication activities.
- Examine the development of Corporate Affairs tools.
- Understand how to develop and coordinate strategy, plans, and tactics.
- Evaluate the use of research.

Public Relations Professional Training Outlines

Day 1

The Power of Communication

- Programme overview, design, and options.
- Opening exercise: goal setting.
- The Big Picture: overview and PR strategy.
- When Public Relations should be used.
- Corporate identity and image: establishing a positive image and identity.
- Becoming a neighbour of choice: external reputation management.
- Leaders role in managing communications.

Day 2

From the Inside Out: Crafting Consistent Messages

- The expectations of employees and employers.
- Understanding audiences: segmenting and prioritising.
- Plotting the stakeholder communication journey.
- Getting the message out to audiences.
- Storytelling: creating an unfolding story people pay attention to.
- Empowering employees through social media.
- Steps for creating clear content that has an impact.

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- Developing trust and credibility with senior leaders.

Day 3

Risks & Threats: Their Identification and Management

- Planning for the unexpected.
- Using communication activities to manage risk to reputation.
- Repairing a damaged reputation.
- Identifying opinion formers and influencers.
- Engaging with key decision-makers.
- Principles for building sustainable relationships with decision-makers and influencers.
- VIP and political contact programmes.
- Monitoring political activities.

Day 4

Corporate Communications / PR in the Corporate Mix

- Media Relations best practices.
- Effective event management.
- Developing a crisis management toolkit.
- Hosting VIP visits.
- Protocol in practice.
- Financial PR activities and roles.
- Multinational and global communication challenges.

Day 5

Powerful and Persuasive Planning

- 10 stages of PR planning.
- Using market research to plan PR activities.
- Developing measurable objectives for activities.
- Identifying core messages.
- Developing practical communication toolkits.
- Creating a schedule of PR activities.
- Measuring outputs, outcomes, and value.

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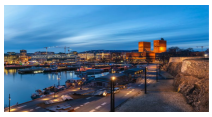
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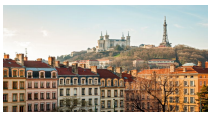
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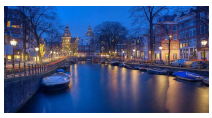
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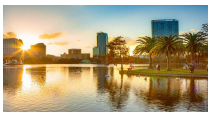
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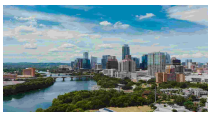
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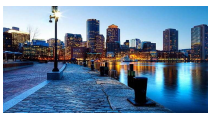
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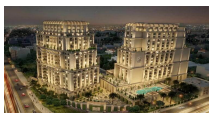
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