



Public Relations

Public relations play a role, in every business as it involves how the company communicates with the public it serves. Effective public relations can lead to increased customer base while poor public relationships can result in customer dissatisfaction and even financial troubles. Public relations encompass marketing the services and products offered by your company. How they shape opinions and attitudes towards the company. This course aims to assist you and your team in enhancing your public relations efforts.

Course Overview;

To kick off the workshop participants will have an opportunity to introduce themselves and discuss the agenda for the day. They will also be encouraged to identify their learning objectives.

By the end of this one-day workshop participants will be able to;

- Differentiate between tactical PR purposes.
- Develop a PR strategy.
- Cultivate relationships, with reporters and journalists.
- Enhance their communication skills.

Understanding Public Relations;

During this session attendees will delve into the significance of relations. Gain a clear understanding of its importance.

Crafting Your PR Plan;

The session begins by providing participants with a checklist of components that should be included in a rounded PR plan.

Structuring Messages

First, we will cover the steps involved in the plan, which include defining our objectives selecting a strategy and establishing benchmarks. Additionally, students will get a chance to practice creating their PR plan.

Structuring Messages

The next part of the course focuses on crafting messages and building a media image. We will also delve into media kits and their importance.

Establishing Media Guidelines

Following that participants will learn about media guidelines. How to choose a spokesperson.

Managing the Media

In this session we will explore how to foster relationships, with the media. Topics covered include crafting sound bites handling questions and managing situations where you have no comment.

The Press Release

During this session we will delve into the art of writing press releases that grab attention for your company in a manner.

PR and the Crisis

An exploration of crisis management within relations. A slightly different aspect of PR that participants will find valuable.

Social Media and Public Relations

Lastly, we'll dive into how social media plays a role, in shaping public relations strategies during our session.

Workshop Wrap-Up

To wrap up the workshop participants will have an opportunity to ask questions and create an action plan.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725

