

Developing Excellence in Business Process Improvement

# Implementing Automation & IT in Your Public Relations Unit

Effectiveness and Consistency in Providing the Public  
Relations Services

Creating Perception of an Efficient Service Provider

4 Week Training Workshop

- ✓ Recommended Automation Processes
- ✓ Automation in Communicating with Customers & Employees
- ✓ Documenting the Process Knowledge
- ✓ The Key Performance Indicators

A 4 Week Training Workshop

## Program Overview

This program provides a step-by-step understanding of Public Relations Automation Opportunities for your Public Relations Unit. What is the approach to follow? What are the Processes to Implement? How to document the process knowledge? How to ensure there is adequate automation communication and understanding in Public Relations Customers and Employees? How to motivate the Public Relations Staff? Developing and Implementing Meaningful Automation KPIs and other Measures for Monitoring your Public Relations Unit.

Public Relations Domain Knowledge is by itself not enough to setup, manage and improve your Public Relations Section. Participant will gain practical multi-discipline applicable understanding of how to implement Automation in his Public Relations Unit.

## Program Content

1. Public Relations Unit Automation Success Stories
2. New Automation Technologies
3. Automation Benchmarking
4. IT Automation Software Opportunities for Public Relations Unit
5. IT Automation Hardware Opportunities for Public Relations Unit
6. Process Mapping Methodology for Public Relations Unit Automation
7. Documentation of Processes for for Public Relations Unit Automation
8. Automation Supervisory Controls for Public Relations Business Processes
9. Automation IT Controls for Business Processes
10. Automation Audit Controls for Business Processes
11. Automation of User Feedback
12. Automation of Customer Feedback
13. Public Relations Decision Support Data Automation

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14. Automation of Public Relations Performance Evaluation
15. Automation of Public Relations Improvement Processes
16. Data Mining Automation for Public Relations
17. Machine Learning Automation for Public Relations
18. Training System to Support Public Relations Automation
19. Building a Public Relations Automation Knowledge System
20. Workshop 1
21. Workshop 2
22. Advanced Topics - More Details on Some Above Issues Important for Participants
23. Increasing Productivity through Using Standard Forms, Templates, Checklists to Perform the Work Processes
24. Performance Management System to Measure Level of Performance in the Above Processes - we will develop the KPIs for the Above Processes
25. Planning & Implementing a Departmental/Functional Knowledge Base
26. Workshop 3
27. Setting up Early warning system to Provide Decision Support System
28. Workshop 4
29. Aligning Performance to Organizational Vision, Mission & Strategic Objectives
30. Your Individualized Action Plan for Leadership in Your Department/Section/Function
31. Workshop 5
32. Performance Management System for Your Department/Section/Function
33. Your Individualized Action Plan
34. Program Recommendations

### Who Should Attend?

All New and Existing Public Relations Professionals & Managers.

Particularly those who have or will soon have responsibility to Lead Public Relations Unit, Section or Department.

**Implementation Teams:** This program can be used to train implementation teams... when a new project or initiative is being started in your organization; when a new strategic focus is being initiated; just prior to a consultant being hired to advise the organization

### Program Outcomes and Take-Away/s

Euro Training is in the business of providing practical useful training programs. Programs that

1. Help the participant implement improvements in his organization.
2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ customers in his improvement proposals and actions.
3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience.

### Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways

1. Quickly makes the participants competent, effective and productive on his job. Useful especially for
  1. Training New employees
  2. Competency Building in Existing Employees Transferred to a New Assignment
  3. Training Prior to a New Project or Initiative Planned in the Organization
2. Create Competency in the employee to perform his job well. including in relation to

1. Relevant Technical Knowledge, Skills and Competencies
  2. Organizations' Strategic Objectives
  3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
  4. Good Management Practices
  5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
3. Create a pool of trained manpower that can cost-effectively disseminate the knowledge to a large number of employees inside the organization. This is made possible by Euro Training's unique, easy to understand and easy to use methodology, based on *checklist and quality assurance* approaches.

#### Participant Individual Career Benefits

1. You gain a multi-discipline understanding of the issues. Meaning when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/ customers (internal & external)
2. Understanding and acting with understanding of the Needs and Expectations of your stakeholders/ customers is known to enhance Job Satisfaction and reduce Monday Morning Blues.

#### This Program is Intended for...

**Those new to the field** take away a good multi-discipline understanding of the issues involved in their work. It helps them in becoming productive quickly and in building a knowledge framework that will help them identify, understand, classify and remember on the job learning and experiences.

**More experienced participants** take away an individualized action plan as mentioned in the previous sections.

**Implementation Teams:** This program can be used to train implementation teams...

1. when a new project or initiative is being started in your organization
2. when a new strategic focus is being initiated
3. just prior to a consultant being hired to advise the organization

#### Registration Recommendations

**Team Nominations:** This program aims to ensure the participants have their individualized improvement plan at the end of the program. So, foreseeing the effort involved, anticipating resistance and implementation requirements, it is recommended that the organization nominate **at least two participants together** (three will be more desirable) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

**Single nominations** will also be accepted for the program. Single nominations are typically used to -

1. Develop personnel skills in critical skills and methodologies covered in this program.
2. Train individuals for leadership roles in business units or departments. This program will help the participant coach and lead his team in these critical skills and methodologies. (The program typically does not cover coaching skills but provides the related technical understanding in an easy to communicate manner).

#### For Latest Program Schedule Email:

[apr701-4@EuroTraining.com](mailto:apr701-4@EuroTraining.com)

[www.eurotraining.com/bro/apr701-4.php](http://www.eurotraining.com/bro/apr701-4.php)

<b>REGISTRATION FORM</b>	
<b>Program:</b>	<b>Implementing Automation &amp; IT in Your Public Relations Unit Training Program (APR701-4)</b>
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
<u>Sponsored by:</u>	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

### REGISTRATION INFORMATION

- To register: Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
- Program Fee is
  - o USD \$17,800 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kuala Lumpur is \$19,580 per participant)
- Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
- Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
- Refund will not be considered where the participants cancel his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
- All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
- It is always useful for participants to bring their existing useful problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
- Provisional Registration: You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
- Please note: No Live Voice Requests for Registration or Provisional Registrations.