

Helping Your Develop World-Class Competency In...

Implementing Good Management Practices in Your Public Relations Unit

Effectiveness and Consistency in Providing Public Relations Services

Creating Efficient Service Provider Image

4 Week Professional Certification Training Workshop

- ✓ Good Management Processes
- ✓ Documenting the Process Knowledge
- ✓ Communicating with Customers & Employees
- ✓ The Key Performance Indicators that Work

A 4 Week Professional Certification Training Workshop

Program Overview

This program provides a step-by-step understanding of what a Good Management System is 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 communication and understanding in your Customers and Employees? How to motivate the Public Relations Staff? Developing and Implementing Meaningful KPIs and other Measures for Monitoring your 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 a Good Management System in his Public Relations Unit.

Program Content

1. How Public Relations Unit Management is Different?
2. How to show Management Commitment through Clarifying Strategic Policy, Objectives and KPI's in Public Relations Unit(Key Performance Indicators) or SLA's (Service Level Agreements)?
3. How to ensure Competency Confirmation before Assigning Independent Responsibility to Public Relations Employees?
4. How to Align Public Relations Employee Evaluation System to Job Description and Targets?
5. How to analyse and Provide Public Relations Employees Required Resources for Performing Work?
6. How to Followup on Public Relations Employee Work Assignments? (Including using IT Tools)
7. How to Perform a Periodic Public Relations Management Performance Review and Problems Review?
8. How to Check Do-ability before making a Commitment?
9. How to Verifying Inputs and Data Sources before Using them?
10. How to take care of Customer Property, Documents and Data while with you?
11. How to Design Public Relations Services taking Customer Needs & Expectations Inputs?
12. How to Perform Public Relations Service Design Reviews, Verifications and Validations as Necessary?
13. How to Check Services, Materials and Data on Receipt?
14. How to Check Public Relations Service Output at designed stages of work performance?
15. How to Check Public Relations Service and Product Outputs before Delivery to Customer?
16. How to Clearly Identify and document any defective Public Relations service, materials, data or output?
17. How to take Corrective Action to remedy any detected defective Public Relations Service, materials, data or output?

Implementing Good Management Practices in Your Public Relations Unit Training Program (BPR701-4)

18. How to Perform Preventive Action Analysis and Actions when any detected defective Public Relations service, materials, data or output is identified?
19. How to Ensure Tools, Software, Templates used by Public Relations unit are Kept Calibrated or Not-tampered?
20. How to Ensure all Outputs are delivered to Public Relations Customer in same planned and performed condition? (no degradation during service)
21. How to Ensuring Outdated work related documents are removed from Circulation and not used by mistake?
22. How to Ensure Public Relations Customer Interfaces and Interactions are understood, planned and handled in a manner that does not cause dissatisfaction?
23. How to Ensure Public Relations Unit Employees are provided required training and have the competency to do their work properly?
24. How to Ensure Public Relations Unit employees are provided required training and new skills to be knowledgeable enough to support innovation and improvements?
25. How to Identify and Use statistical techniques where 100% checking is not done or not feasible?
26. How to Ensure all Laws, Regulations and Policies Applicable to Public Relations Unit are identified, monitored and being followed?
27. How to Ensure Public Relations and other Copyright Laws and Contractual Commitments are being followed in your Public Relations unit?
28. How to Identify and Implement Meaningful KPIs for Monitoring your Public Relations Unit's Performance? (Including Real-Time Monitoring)
29. Workshop 1
30. Workshop 2
31. Advanced Topics - More Details on Some Above Issues Important for Participants
32. Increasing Productivity through Using Standard Forms, Templates, Checklists to Perform the Work Processes
33. Performance Management System to Measure Level of Performance in the Above Processes - we will develop the KPIs for the Above Processes
34. Planning & Implementing a Departmental/Functional Knowledge Base
35. Workshop 3
36. Setting up Early warning system to Provide Decision Support System
37. Workshop 4
38. Aligning Performance to Organizational Vision, Mission & Strategic Objectives
39. Your Individualized Action Plan for Leadership in Your Department/Section/Function
40. Workshop 5
41. Performance Management System for Your Department/Section/Function
42. Your Individualized Action Plan
43. Program Recommendations

Who Should Attend?

All New and Existing Public Relations Professionals & Managers.

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

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. The action plan you take away will help you make a difference in your business unit or organization! When you talk about this difference you have made to your organization in your resume, you will be a prime candidate for career advancement in your own organization or in your next job(s).
3. 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.
4. As one of your stakeholders/customers is Executive Management, the program ensures that you know the strategic imperatives that drive the organization's efforts in your relevant job area.

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:

bpr701-4@EuroTraining.com

www.eurotraining.com/bro/bpr701-4.php

REGISTRATION FORM	
Program:	Implementing Good Management Practices in Your Public Relations Unit Training Program (BPR701-4)
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

1. To register: Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
2. Program Fee is
 - o USD \$17,800 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kula Lumpur is \$19,580 per participant)
3. Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
4. Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
5. 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.
6. 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.
7. 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.
8. 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.
9. Please note: No Live Voice Requests for Registration or Provisional Registrations.