

Providing Better Information for Management Decisions Through

Public Relations Management For Corporations & Public Organizations

5 Day Training Program

✓ Essential Art, Techniques & Step-by-Step Implementation

A 5 Day Training Program

Program Overview

This program provides the Public Relations and Service Department Managers the essential skills to create goodwill for your products, services and ideals. It aims to assist you do an effective job of building the Image of your Organization or department. It discusses the art and techniques for effective public relations (Image Building). Image building is discussed as an essential planned activity: including PR deliverables, Tasks, Resources and Strategy Options. Program content includes: Analysis & Definition of PR Issues, Developing Action Plans, Communication & Implementation, and, monitoring and evaluation of outcomes.

Program Content

1. Role of Public Relations in Achievement of Organizational Vision, Mission & Strategies
2. Public Relations Internal & External Customers
3. Customer Expectations from Public Relation Section
4. Public Relation Core Processes
5. Customer Relations Management Processes
6. Documenting, Communicating & Controlling PR Processes
7. Monitoring PR Performance, Key Performance Indicators (KPI) and Service Level Agreements (SLAs) for PR
8. Improvement Process for PR Section
9. Some Exceeding Customer Expectations Ideas for PR Section
10. New Methods for Training for Public Relations Staff
11. Workshop Case Studies (Two case studies will be chosen based on customization for particular group of participants)
 1. PR System for Large Business Organizations
 2. PR System for Academic Institutions
 3. PR System for Government Agencies & Ministries
 4. PR System for Oil Exploration & Production
 5. PR System for Petro-Chemical Industry
 6. PR System for Banking Sector
 7. PR System for Hospitality Industry
 8. PR System for Utilities
 9. PR System for Not-for-Profit Organizations

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12. Your Individualized Action Plan for Implementing PR Excellence in Your Organization.
13. Setting up Early warning system to Provide Decision Support Data

Who Should Attend?

This program is intended for Public Relations and Services Department Managers in Business, Academic Faculty, Government Agencies, Ministries, Oil & Gas Industry, Utilities, Banks and other Similar Organizations.

Program Outcomes and Takeaways

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

1. Help the participant implement systems 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 stakeholders and all his 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 make the participants competent, effective and productive on their 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. Help the employee do his job well by developing competencies related to-

1. Relevant technical knowledge and skills
 2. Organizations' strategic objectives
 3. Needs and expectations of the stakeholders/customers (internal and 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.
 4. For Academicians the program will help understand the multi-discipline aspects that will help the faculty communicate the issues to their students much more effectively and practically.
 5. Euro Training instructors often act as mentors for the participants. It's the most effective way to ensure effective competency development and the subsequent application of those competencies on the job, by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans).

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Individual Career Benefits for Participants

1. You gain a multi-discipline understanding of the issues. That means, when you make proposals or decisions on your job, you will keep in mind the needs and expectations of ALL the stakeholders/customers (internal and 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

Each participant will take away a memorable and potentially life changing experience from the program.

No limitations are being placed on who can attend. If you are interested in the program outcomes and takeaways, or feel you can benefit from the organizational and personal benefits mentioned above, you are welcome to register for this program. Program instructors have the knowledge, experience and access to resources required to customize the program to the specific job related needs of each program group.

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.

For Latest Program Schedule Email

mpr6725@EuroTraining.com

www.eurotraining.com/bro/mpr6725.php

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REGISTRATION FORM

Program:	Public Relations Management for Corporations Training (MPR6725)
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:	
Sponsored by:	
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 \$5,500 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris, Rome and Kula Lumpur is \$6,050 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 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.