

Providing Better Information for Management Decisions Through

# Public Relations Management for Corporations & Public Organizations

Includes the Essential Art  
Includes Techniques & Step-by-Step PR Implementation

4 Week Training Workshop

- ✓ Pub Relation Processes
- ✓ Documenting & Communicating PR Objectives
- ✓ Identifying PR Processes
- ✓ Public Relations Performance Evaluation

## A 4 Week Training Workshop

### 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
8. Key Performance Indicators (KPI) and Service Level Agreements (SLAs) for PR
9. Improvement Process for PR Section
10. Some Exceeding Customer Expectations Ideas for PR Section
11. New Methods for Training for Public Relations Staff
12. 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

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## Public Relations Management Training Workshop (MPR672-4)

8. PR System for Utilities
9. PR System for Not-for-Profit Organizations
13. Workshop 1
14. Workshop 2
15. Advanced Topics - More Details on Some Above Issues Important for Participants
16. Increasing Productivity through Using Standard Forms, Templates, Checklists to Perform the Work Processes
17. Performance Management System to Measure Level of Performance in the Above Processes - we will develop the KPIs for the Above Processes
18. Planning & Implementing a Departmental/Functional Knowledge Base
19. Workshop 3
20. Setting up Early warning system to Provide Decision Support System
21. Workshop 4
22. Aligning Performance to Organizational Vision, Mission & Strategic Objectives
23. Your Individualized Action Plan for Leadership in Your Department/Section/Function
24. Workshop 5
25. Performance Management System for Your Department/Section/Function
26. Your Individualized Action Plan
27. Program Recommendations

### Who Should Attend?

All PR Professionals, Operational Auditors and Management Analysts. All Participants will take away a good multi-discipline understanding of the issues involved in their work. Program will help participants quickly become productive quickly and help build a knowledge framework that will help them identify, understand, classify and remember this program discussed technology, On the job learning and life experiences.

program can be used to train PR Improvement implementation teams - when a new PR project or initiative is being started in your organization; when a new strategic PR focus is being initiated, or, just prior to a consultant being hired to advise the organization on PR Issues.

### 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

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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.
3. 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:

[mpr672-4@EuroTraining.com](mailto:mpr672-4@EuroTraining.com)

[www.eurotraining.com/bro/mpr672-4.php](http://www.eurotraining.com/bro/mpr672-4.php)

<b>REGISTRATION FORM</b>	
<b>Program:</b>	<b>Public Relations Management for Corporations Training (MPR672-4)</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

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 Kuala 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 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.

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