AZ TECH

An ISO 9001:2015 & ISO 29990:2010 Certified Company

04-MAR-18

Public Relations and Successful Campaigns

18 - 22 February 2019

London, United Kingdom

ACS REGISTRARS Quality Assurance ISO 9001

ACS REGISTRARS ISO 29990

ACCREDITED IACET PROVIDER

ilm Recognised Provider

IAM Institute of Asset Management CORPORATE MEMBER

IAM endorsed TRAINER

THE GLOBAL COMPACT United Nations Global Compact

Public Relations and Successful Campaigns

Why Choose this Training Course?

This state-of the-art training course covers the practice of Public Relations and in the 2010s. PR and Communications are at the heart of business performance. Modern methods, tools and channels have greatly increased the speed in which communications can be experienced, from local to global. Sustained public relations campaigns can help build public perceptions, develop reputation with key stakeholders and drive strategic organisational change. Well planned and executed campaigns are a cost-effective means of changing perceptions and increasing stakeholder value for an organisation. By closely fitting the campaign to core business priorities as well as project objectives campaign design reinforces key messages and organisational strategy. Participants will develop the skills to design, plan, cost, deliver and evaluate campaigns using the full range of PR media and channels.

This AZTech training course will feature:

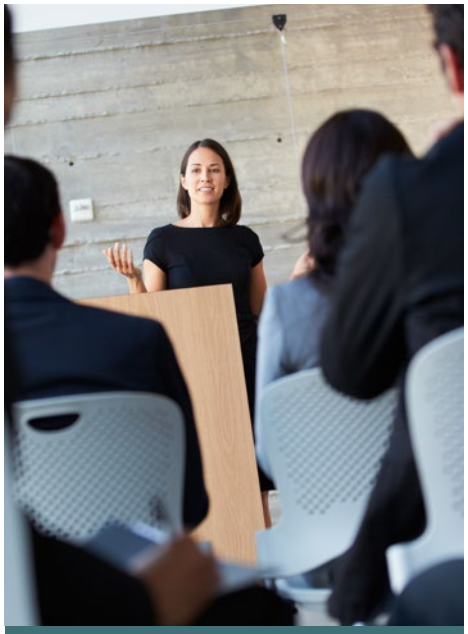
- Understanding the basis of both positive Public Relations and defensive PR
- Selecting and use a range of powerful planning tools to manage reputation in a complex media environment
- Managing campaigns to change behaviour and develop reputation
- Shaping external perceptions of your organisation by first class internal communications
- Developing a strategic PR approach and a clear plan of action

Who is this Training Course for?

This AZTech training course has been designed for PR practitioners/professionals and for professionals elsewhere in the organisation who want to use PR/communications tools to best effect in meeting business objectives. Communicating effectively with key stakeholders is vital to the delivery of business goals.

How will this Training Course be Presented?

The AZTech Training course is activity and discussion based. Formal presentations will be balanced by a range of case-studies, practice problems and group discussions. Sharing the experience of the participants is an important feature and delegates will have the opportunity to discuss their own projects or challenges in an environment focusing on solving those problems. Real examples presented on video are a strong part of the course.



Course Schedule:

18 - 22 February 2019
London, United Kingdom

What are the Goals?

By the end of this AZTech training course participants will be able to:

- Develop a problem-solving approach to match PR strategy to business objectives
- Critically examine the PR campaigns and the purposes that they can achieve
- Plan PR campaigns to meet need setting clear objectives with behavioural outcomes and measurable results
- Develop clear strategies for the use of channels and media
- Measure risk presented during a campaign by increased public and media scrutiny and to plan to mitigate these risks
- Learn how to evaluate PR to demonstrate success to the business and to develop PR methodology

THE COURSE CONTENT

DAY ONE:

Effective PR in a medical environment

- Putting a value on reputation and the PR that builds it
- Corporate Affairs and Public Affairs approaches
- PR campaigns – their use and their risks
- External Communication as a change agent
- Evaluation to develop programmes and match outcomes to organisational needs

DAY TWO:

A Problem-Solving Approach

- Brand, identity and image, the basis of reputation
- Assessing your reputation and the use of 'gap' analysis
- Stakeholder mapping, listening constructively to your stakeholders
- The importance of narrative and storytelling
- The Message matrix/ message houses
- Communications channels mapping and monitoring 139
- A crisis management toolkit 162

DAY THREE:

Planning and Costing Campaigns

- Creating campaigns to meet business objectives
- A problem-solving approach
- Critical path analysis, costing the plan and preparing a budget
- Anticipating risk and planning to meet it
- Identifying stakeholders and their role in relation to the campaign
- Co-ordinating campaign elements across stakeholder groups

DAY FOUR:

Channels, Delivery and Evaluation

- From strategy to tactics
- Environmental scanning, opportunities and risks
- Developing a media relations plan
- Crisis media relations
- Channel effectiveness and use of media
- Using influencer strategies to multiply effectiveness

DAY FIVE:

Putting it all together – Effective Delivery in Your Organisation

- Winning support - consulting others in the organisation effectively
- Research and evaluation
- Presenting your case to senior management
- Integrating your campaigns into your own media and company reporting
- Ensuring that results are seen and credited
- Personal action planning

The Certificate

AZTech Certificate of Completion for delegates who attend and complete the course.

Public Relations and Successful Campaigns

Complete & send by fax/mail to address given below. Please use BLOCK CAPITALS.

This fee is inclusive of Documentation, Lunch and Refreshments

Date	Venue	Fees(USD)	Book your seat
18 - 22 Feb 2019	London - UK	$5,950	**Register Now**

VAT Announcement: The Government of UAE have introduced Value Added Tax (VAT) on goods and services from 01-January-2018. In compliance with the legislation issued by the UAE Government, we will be applying a 5% VAT on the fees for all our programs and services offered from January 2018 as applicable and stipulated in the FTA circulars.

REGISTRATION DETAILS

Family Name:_____ First Name:_____

Position:_____ Company:_____

Mailing Address:_____

Telephone:_____Mobile:_____Fax:_____Email:_____

AUTHORISATION

Authorised by:_____Position:_____

Telephone:_____Fax:_____Email:_____

Postal Address:_____

MODE OF PAYMENT

☐ **Please invoice my company** ☐ **Please invoice me** ☐ **Please find enclosed a cheque payable to AZTECH**

HOTEL ACCOMMODATION

Hotel accommodation is not included in the Registration Fee. A reduced corporate rate and a limited number of rooms are available for attendees wishing to stay at the hotel venue. Please make your request for accommodation at least **3 weeks prior** to the commencement of the course.

EVENT DISCLAIMER

We reserve the right to cancel or postpone a seminar or related event, change venue, substitution of the Instructor at our sole discretion. If this occurs, our responsibility is limited to a refund of any registration fee(s) already paid. We are not responsible for airline tickets, hotels costs, other tickets or payments, or any similar fee penalties or related or unrelated losses, costs and/or expenses registrant may incur or have incurred as a result of any trip cancellations or changes.

DOWNLOAD TRAINING PLAN 2018

Scan this code with your smart phone to download Training Plan 2018

Our training portfolio will provide you a number of seminars and courses to choose from depending on your organisational goals and personal development objectives.

CANCELLATIONS & SUBSTITUTIONS

You must notify the Registrar of cancellations at least 2 weeks before a scheduled seminar in order to be eligible for a credit. If you cannot attend, you may send a replacement from your organisation at no charge. There is a $250 handling charge for all cancellations or rescheduling. We reserve the right to cancel a seminar due to low enrollment. All registrants will be notified in advance and a full refund will be provided upon request.

4 WAYS TO REGISTER

Toll Free: 800-AZTECH
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Fax Number: ..... +971 4 427 5401
Email Address: ..... info@aztechtraining.com
Visit our website: ..... www.aztechtraining.com

CERTIFICATION

AZTech Certificate of Completion for delegates who attend and complete the training course