

Media And Public Relations

In this workshop, your participants will get knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope the more people knows you and offers you opportunities.

Course Outline

- Networking for Success
- The Meet and Greet
- Dressing for Success
- Writing
- Setting Goals
- Media Relations
- Issues and Crisis Communication Planning
- Social Media
- Employee Communications

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Network for success
- Manage “Meet and Great” opportunities
- Dress for success
- Write effectively
- Set goals
- Manage media relations
- Plan issue and crisis communication
- Use social media
- Deliver effective employee communication

Course Duration

The standard duration of this course is 12 contact hours.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Who Should Attend

Middle to high level staff such as :

- Managers
- Marketing Managers
- Social media Managers
- PR Staff

For more information please feel free to contact:

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