



Advanced Strategic Public Relations Management

April 22 - 26, 2024, 1st Run: Lagos & Abuja

October 21 – 25, 2024, 2nd Run: Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N250, 000 per Participant

For online: Delivery via Zoom

Online course fee: N200, 000 per Participant

Available for In-plant Training

**500 U\$D for foreign
Participants**

Program overview:

This program on Advanced Public Relations Management is designed to assist participants build on their strategic thinking when designing and implementing public relations campaign projects. It will provide them a comprehensive and in-depth analysis of the most effective public relations management tactics that can make differences in organizations' branding, corporate communication and media relations. Participants will leave the training with great and practical ideas to be implemented as they return to their organizations.

For Whom:

This program is designed for managers and senior managers such as PR senior managers and managers, senior managers and managers marketing. Those in PR in public sector, private sector and not-for-profit organizations will equally benefit from this program.

Learning objectives:

At the end of the program, participants will be able to:

- lead and manage successful PR campaign projects;
- apply PR techniques, methodologies, and tools effectively;
- identify, analyze and capitalize on PR opportunities;
- overcome challenges and minimize risks in the corporate PR landscape; and
- maximize the Return on Investment (ROI) in PR campaign projects.

Course Outline

Day 1 Module 1: Organizational Promotions: Overview

- PR to promote organization's vision, mission and strategy
- Benefits of products and services
- Target messages for specific audiences, stakeholders and markets
- Objective measures of success: KPIs
- Return on Investment: ROI

Module 2: Understanding Multi-media Platforms for Corporate PR projects

- Understanding the scope, power and immediacy of these media
- Monitoring what is said, where and by whom
- Responding to negative feedback positively
- Pro-actively participating in social and multi-media
- Dos and don'ts

Day 2 Module 1: Target Setting for Successful PR Campaign Projects

- Agree your objectives, set targets and quantify results
- Appropriate channels, methods and mix

- Maximizing budget and resources
- Recruit and managing your PR team: internal and external
- Effective PR project management and implementation

Module 2 Media Relations

- What do you want from editors, journalists and their media?
- What do they need from you?
- Understand the pressures and deadlines they are under
- Work together to build long-term durable relationships
- Tips for developing and managing lasting media relationships

Day 3: Module 1: Managing Press Conferences and Interviews

- Managing press conferences and dealing with journalists' enquiries
- Giving winning television interviews
- Radio interviews with impact
- Handle difficult questions on the telephone
- Avoid the 5 most common mistakes

Module 2: Planning a Successful PR Campaign

- Agree strategic objectives globally, nationally, regionally, locally
- Appropriate communication for each market, stakeholder and audience
- Objectives measures of success and desired outcomes
- Project management of implementation of plan
- Anticipate and prevent problems

Day 4: Module 1: Advising and Developing Management People

- Advising politicians, senior civil servants, directors and managers
- Give winning presentations
- Public relations challenges as opportunities
- Harnessing creative conflict into productive output
- Budgeting and resource management

Module 2: Building Organization's Reputation

- Clarify the key elements which comprise reputation
- Strategy to maintain a long-term reputation
- Minimizing threats to reputation
- Defend reputation when under attack
- Rebuild reputation after it has been undermined or discredited

5: Module 1: Crisis Management and Risk Mitigation

- Anticipate sources of crises and mitigate risks
- Appoint crisis leaders and teams and allocate resources
- Create crisis plans for key eventualities
- Practice crisis plans audits regularly
- Case studies of impact on organizations of good and poor PR crisis management

Training Methodology

Lectures, discussions, exercises, and case studies will be used to reinforce these teaching/learning methods.

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Green-Minds Hotel, Plot 764, Cadastral Zone B05, E. Ekukinam Street, Utako District, Abuja

3 - Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

Open Course Fee: N250, 000
In-plant Fee Negotiable

WORKSHOP FEE:

N250, 000 per participant, VAT -N18, 750

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814
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& 234-9112830607**