



### **Workshop on Building Effective Media Relationships**

May 20 – 24, 2024, 1<sup>st</sup> Run: Lagos & Port Harcourt

November 18 – 22, 2024, 2<sup>nd</sup> Run: Lagos & Abuja

**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:**

Building solid media relationship will earn corporate organizations good media coverage for company's products, services and programs that can generate sales, build corporate profile and good market share as well as attract credible investors.

Equally solid media relationship is a vital part of any corporate communication strategy. Your message, brand and reputation hinge largely on how the public perceives you. The media whether traditional, digital or social play an important role in this.

This course will help participants understand the media, its challenges, goal, and develop strategies and skills for dealing with the media in a professional, responsible and fair manner.

#### **For Whom:**

This program is designed for public relations managers, marketing communication managers, corporate executives in public organizations, media relations and corporate relations managers, and communication strategists in private and public organizations.

#### **Learning Objectives:**

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

- learn the key elements of developing a strategic media plan;
- explain media, its challenges, goals and strategies;
- develop and improve on their media communication skills;
- build solid media strategy and protocol;
- explain current media trends and challenges such as fake news, opinions etc.;
- develop ethics for dealing with journalists;
- learn how to create and launch a media roll-out strategy;
- learn crisis management strategy by minimizing negative media coverage using good networking;
- evaluate the performance of organization's media communication programs; and
- build on-going media network and nurture new relationships.

#### **Course Outline:**

##### **Day 1: Building Media Relations: Overview**

- The current media landscape
  - How the media is adapting to change?
  - Media Methods: traditional (text and broadcast), digital, social Scenarios and imitation
- Understanding Media Relations: The Past, Present and The Future

- The vital role of media relations
- Discovering the power of the media
- Publicity strategies in the global marketplace
- Corporate relations: The good, the bad and the ugly

**Day 2: Brand Journalism: The New Publicity**

- Adapting to change: knowing how journalists research, report and promote news and content
- The importance and dangers of social media
- The growing importance of email and internet usage

**Day 3: Selecting Different Types of Media**

- The Print Media
- Broadcast Media
- Newswire
- Internet Channels
- Integrating your media relations program within your existing marketing mix

**Developing A Successful Media Relations Program**

- Understanding the goal of your media relations strategy
- Where we are: Situation Analysis to determine the media opportunities that is available
- Tools for managing crisis
- How to proactively contact the media to promote your organization
- Understanding and using RACE media relations model

**Day 4: Conducting Media Research**

- Examining your key markets and the media that influence them
- Gathering competitive intelligence
- Conducting media audit

**Analyzing Media Opportunities**

- Prioritizing your markets and media
- Clarifying organization’s objectives and goals
- Knowing what the media want

**Day 5: Communicating: The Roll-out Strategy**

- Developing the media list
- Writing effective promotional materials
- Designing a website media room
- Organizing media events: News conferences, media drops, previews, product launches.
- Conducting media interviews
- Planning and managing Crisis

**Evaluating Your Media Programs**

- Designing effective KPIs for evaluating your media programs
- Monitoring and tracking your media coverage
- How to prepare media evaluation reports?
- Quantifying the benefits of your media relations efforts.

**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**