



Workshop on Public Relations and Cooperate Communication

May 20 – 24, 2024, 1st Run: Lagos & Port Harcourt

November 18 – 22, 2024, 2nd 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:

PR and Corporate 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. In this programme participants will learn: The tools and techniques required to manage reputation in a complex media environment. Attention will be focused on how to manage knowledge within the business for effective media management, how to shape external perceptions of your organization by first class corporate internal communications and how to develop a strategic approach and a clear plan of action.

For whom:

This program is designed for Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal and external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this course.

Learning objectives:

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

- * set corporate affairs in strategic anticipatory and effective context;
- * develop an understanding of stakeholder programs for regular focused communication;
- * examine the development of corporate affairs tools;
- * develop strategy/plans/tactics and co-coordinating them; and
- * use research for effective corporate communication.

Course outline:

Day one: The Power of Communication

- Corporate Affairs and Public Affairs approaches
- Corporate identity and image
- Corporate communications overview and strategy
- External reputation management Communication as a change agent
- Communication as goal for all managers

Day two: From the Inside Out: Crafting Consistent Messages

- Internal communications, measuring emotional capital
- Communications channels mapping and monitoring
- Setting internal communications goals, new media for rapid interaction
- Champions, opinion formers and incentivisation
- The place of the company magazine/newsletter
- Commitment from internal decision makers

Day Three: Risks and Threats: Their Identification and Management

- Single issue politics, Special interest groups
- Whistleblowers and the rules of disclosure
- External opinion formers, Cause related PR and core values

- Campaigns, their design and planning
- A crisis management toolkit
- Stakeholder interest inventories, Opinion former networks

Day Four: Corporate Affair/PR in the Corporate Mix

- PR in the communications mix, PR in the marketing mix
- Direct response PR, Financial PR
- PR and strategy, Brand PR
- Persuasion measurement techniques
- Integrating PR/Communications and marketing plans
- The art of leveraging, corporate affairs and customer relations

Day Five: Powerful and Persuasive Action Planning

- Measurement of performance: bottom line impact
- Translating strategy to tactics
- Horizons for PR and corporate affairs development
- Tools and Techniques summary: a tactical inventory
- Recruiting allies: a networking approach
- Justifying the plan and convincing top management
- Making the most of other disciplines to maximize results
- Individual and group consultancy
- Further sources of help and information

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. Ekuinam 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
24/7 Lines: 234-8068933608, 234-8029170491, 234-8145745664,
& 234-9112830607**

Training Methodology

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