



**Workshop on Public Relations Techniques & Communication Skills**

May 6 – 10, 2024, 1<sup>st</sup> Run: Lagos & Abuja

November 4 – 8, 2024, 2<sup>nd</sup> 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:**

Public Relations (PR) professionals should be prepared to use their skills to present a positive image of their company at all times. They must be prepared to respond quickly to any crisis that may arise. By putting the right effort into building a solid reputation during good times your business will be able to withstand the negative press if a crisis were to arise. Participants on this course will understand their role as PR professionals, acquire verbal and written communication techniques, and get the ability to evaluate crisis situations and deal with the media while promoting the reputation of the organization.

**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:

- analyze and assess the latest PR concepts and strategies in a variety of contexts;
- appraise certain PR techniques and approaches appropriately in order to link them to the working environment;
- demonstrate key PR skills relating to verbal and written communication as well as editorial, layout and production techniques;
- apply the main media skills in PR;
- prepare, present and deliver effective oral messages in public; and
- use their PR skills as promotional tools.

**Course outline:**

**Day 1: PR concepts**

Criteria for successful PR

PR tools

Definition, roles and situations

Qualities for successful PR staff

**Day 2: PR and communication skills**

Importance of communication in PR

The PR officer as communicator, Exchange of messages

Models of communication process

Overcoming communication barriers

Importance of body language in PR activities

Definition of effective writing, Use of clear language

Writing memos, letters

Preparing colorful newsletters

Designing and preparing attractive brochures

### **Day 3: PR responsibilities**

Corporate image identity and reputation  
Benefits of an effective corporate image  
Internal and external spheres  
Forming a corporate image on the spheres

### **Day 4: PR and the media Techniques**

Definition of media  
Types of media, Recorded and live interviews  
Behavior during media interviews  
PR and the media: the tools  
Press conferences, preparing press kits  
Preparing press releases, dealing with the media  
Building good relations with the media  
Dealing with the press during times of crisis

### **Day5: Presentation skills and delivering a speech**

Key characteristics of dynamic speakers  
Importance of preparation  
Selecting a topic and purpose  
Analyzing the audience, rehearsing the speech  
Public speaking anxiety  
Verbal characteristics and eye contact

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