**A Two Day Accelerated Certification Training in Public Relations, Communication & Business Promotion**

**Course Description**

This is **a 2 day intensive training** for focused and upwardly mobile individuals who need to quickly upgrade their skills in Public Relations, Professional Communication and Business Promotion for enhanced Career opportunities and earning and to obtain the prescribed certification for professional practice. Over 70% of the cost has been sponsored by an NGO (*Education Advocates)* to help youths, the unemployed and underemployed in Nigeria climb out of financial challenges and utilize their potentials maximally. Beneficiaries are to pay only a token as commitment fee. The sponsors have made provisions for two thousand participants who will be enrolled on a first come first served basis. **Outstanding higher education aspirants, undergraduates and graduates of tertiary institutions seeking financial security and rewarding careers are particularly encouraged to apply.** The project is also meant to help Nigerian organizations that have small training budgets to upgrade their capacity to run globally competitive organizations. You can choose an intensive weekend or 2 work days for the training. Your learning will be supported with a virtual platform (online). It is an opportunity to earn money to help your family and to end financial struggle. You will be helped to set up your business during the training with a fully functional website built for you. The Lead resource person for the programme is a UK-Based Development Communication Consultant, Dr Peter Ogudoro who holds a PhD in Innovation in Education and Development Communication. The curriculum includes:

**1. Communication Psychology,**

**2. Trends Analysis, Public Relations Policy, Planning & Strategy,**

**3. Branding, 21st Century Marketing & Advertising,**

**4. Public Relations Theory & Practice,**

**5. Communicating (and Using the Media) for Dramatic Results**,

**6. Etiquette and International Business Grooming,**

**7. Public Speaking and Event Management,**

**8. Communicating for Innovation,**

**9. Building Impactful Organizations and Flourishing Businesses,**

**10. Development Communication.**

Alternative months for training are **April** (One Weekend: 21-22/04/2018 or Two Workdays: 23-24/04/2018), **July** (One Weekend: 7-8/07/2018 or Two Workdays: 9-10/07/2018), **October** (One Weekend: 6-7/10/2018 or Two Workdays: 8-9/10/2018), and **December** (One Weekend: 1-2/12/2018 or Two Workdays: 3-4/12/2018). You will start your training at home using online learning materials and complete it in the classroom during the intensive learning sessions. You will write the relevant exam and obtain your professional certification in Public Relations in the month you choose for your face to face intensive learning. The cost of your training depends on when you enrol for the programme. You pay only a token if you enrol immediately. The post training examination and certification will be administered by Business Education Examinations Council. Writing the examination which has four subjects is optional but recommended for those who desire to obtain practice licence. The fee per subject is N7, 500. You are free to enter for the number of subjects you consider convenient. Call 08023249654 if you have any question.

**Course Facilitators**

A UK-based Development Practitioner, Peter Ogudoro who holds a PhD in Education and Development Communication and with over three decades of Management experience is the Lead Facilitator. Other facilitators include Mack Ogbamosa, Attorney, Media Consultant and Corporate Governance Practitioner, Marvellous Daniel, Image Management Consultant and CEO, Memories, and Guest Presenters from the professional Communication community. To register, visit <http://www.fasteducation.org.u/scholarship> or call 08023249654.

**Training Fee**

N40, 000- If full Payment is received latest Tuesday, April 3, 2018

**2.** N50, 000- If full payment is received latest Tuesday, May 1, 2018. A minimum deposit of N20, 000 is required by Tuesday, April 3, 2018.

**3.** N60, 000- If payment is made in 3 equal instalments of N20, 000 each and fully paid up latest June 30, 2018. A minimum deposit of N20, 000 is required by Tuesday, April 3, 2018.

**4.** N70, 000- If paid in 7 equal instalments of N10, 000 each and fully paid up latest November 30, 2018. This applies to participants wishing to join the December, 2018 class. A minimum deposit of N10, 000 is required by Tuesday, April 3, 2018.

**Payment**

To register, make your payment into **First Bank of Nigeria** **account number 2001386194** in favour of *Ogudoro Leadership Trainers & Management Consultants*, the professional trainers administering the programme.

**Registration**

Document your registration at [www.fasteducation.org.uk/scholarship](http://www.fasteducation.org.uk/scholarship) after making payment (it takes only one minute) or call 08023249654 if you do not have access to internet. You may also wish to visit the course administrators at 4, Talabi Street, Off Adeniyi Jones Avenue, Ikeja, Lagos for any help.