

Media and Public Relations

In this workshop, your participants will get the knowledge they need to effectively manage their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope the more people knows you and offers you opportunities.



Course Outline:

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: Networking for Success (I)

- Overview
- Creating an Effective Introduction
- Making a Great First Impression

Module Three: Networking For Success (II)

- Overview
- Minimizing Nervousness
- Using Business Cards Effectively
- Remembering Names

Module Four: The Meet and Greet

- Overview
- The Three-Step Process
- The Four Levels of Conversation
- Case Study (I)
- Case Study (II)

Module Five: Dressing for Success

- Overview
- The Meaning of Colors
- Interpreting Common Dress Codes
- Deciding What to Wear

Module Six: Writing

- Overview
- Business Letters
- Writing Proposals
- Reports
- Executive Summaries

Module Seven: Setting Goals

- Overview
- Understanding Goals
- SMART Goals
- Helping Others with Goal Setting

Module Eight: Media Relations

- Overview
- Television
- Print
- Web Presence, Blogs & the Internet

Module Nine: Issues and Crisis Communication Planning

- Overview
- Gauging the Impending Crisis Level
- Providing Feedback and Insights
- How Information will be Distributed
- Tracking the Overall Effect

Module Ten: Social Media (The PR Toolkit)

- Overview
- Blogs
- Wikis
- Podcasts
- Social Bookmarks
- RSS Feeds

Module Eleven: Employee Communications

- Overview
- Verbal Communication
- Non-Verbal Communication Skills
- Email Etiquette
- Negotiation Skills
- Making an Impact

Module Twelve: Wrapping Up

- Overview
- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations