

professional development portfolio

Public Relations

How do you ensure you are really getting the most out of your public relations activities?

Nelson Croom's **Public Relations** course will help you to run a successful PR campaign, from the basics such as how to use the different applications of PR and getting the best value from your activities to using different tools and resources, handling negative PR and avoiding the common pitfalls. Containing real-life case studies, examples and information this course will give you the start you need to succeed in all your public relations activities.

Public Relations enables the learner to:

- Create positive exposure for your organisation, its brand and its products and services
- Assess the value of your PR activities
- Use PR to understand your competition
- Make your surveys newsworthy
- Develop skills for media interviews



Learning outcomes

PR – an introduction

- What is PR?
- How does PR contribute to marketing?
- What is my attitude to PR?
- What is the role of PR?
- How powerful is the media today?

How to run a successful PR campaign

- How do I plan a PR campaign?
- Should we use external expertise or internal knowledge?
- Can PR backfire?
- How should we handle negative PR?
- How can we develop PR as a central part of our marketing strategy?

The options for PR

- What are the key media options?
- Are PR events a waste of time and money?
- Are surveys a useful part of PR?
- Are competitions a useful part of PR?
- What are the do's and don'ts of good corporate PR?
- Is media training useful?

PR as a proactive part of marketing

- Why should PR be central to marketing?
- How can PR contribute to understanding my customers' needs and wants?
- How can PR help to develop new products and bring them to market?
- How can PR create a strong positive message for my customers?
- How can PR create a strong negative message about my competitors?

PR in practice

- How do I develop and implement a PR plan?
- How much should you do yourself?
- How do you measure the value of PR?

Target audience

This course is particularly relevant for new starters in marketing and members from other functional areas looking for an introduction or refresher course in public relations.

Additional services

Tailoring: include your examples and issues.

See also: *Market Research, Principles of Consultative Selling, The Consultative Sales Process for Marketers, Conversations with Customers, Customer Service, Project Management.*