

**Intensive
Communications and PR
Programme (10 days)**



**SHORT COURSES
FOR PROFESSIONALS**

Intensive Communications and PR Programme (10 days)



Course overview

This comprehensive two-week PR and communication training course covers the full spectrum of disciplines and best practice in modern public relations. You will learn the latest best practice in communication strategy, PR campaigns, media relations, event management, internal communication, and writing skills both for both offline and online media. This course includes on-camera media interview training with individual coaching.

LEARNING OUTCOMES

After this course, you will be able to:

- Understand how the media are organised, and how journalists think and work
- Engage confidently and effectively with journalists
- Plan a communication campaign using practical tools
- Apply and adapt 10 universal platforms for creative PR
- Prepare venues, resources, materials and spokespeople for a press conference
- Navigate and manage interpersonal dynamics in important encounters
- Develop enhanced PR writing skills to amplify the impact of everything that you write
- Write powerful and newsworthy press releases quickly and instinctively

Who should attend?

This is an intermediate-level course designed for learners with existing knowledge and several years of experience in communications or PR. Learning is pitched at a level to help you develop strategic approaches and apply sophisticated techniques.

This course is recommended for communications and PR professionals seeking a broad-based skills boost across a wide spectrum of specialist competencies as part of their continuing professional development.

Course agenda

Day 1: Media interview training

This one-day module covers how to engage with the media in a variety of formats. Topics covered include:

- Effective preparation for interviews
- Key message delivery
- Ability to take control of the interview agenda
- Body language, such as appearing engaged
- Voice – including tone, projection, variation and emphasis of key points
- Confidence and clarity (ability to be understood and avoidance of jargon)
- Ability to give strong quotes and sound-bites
- Avoiding tricks, traps and pitfalls
- Feeling confident and comfortable in a variety of media encounters and formats
- Understand how the media operate in a crisis and how to engage with them

Day 2: Essential media relations

This one-day module covers the key concepts and techniques that effective PR professionals use to get stories covered positively and prominently in print, broadcast and online media.

- The media landscape: how to map out the full range of forms of news media, and how to engage effectively with different media
- Journalists: how to understand and work with journalists to influence and shape coverage
- News judgment: understanding how journalists decide what makes news
- Pitching stories: how to sell-in stories to journalists by creating and executing effective pitches



Course agenda

Day 3: Practical event management

This module covers the strategy, design, planning and delivery of smooth and professional events, from the essentials of preparation to the realities of delivery and troubleshooting under pressure.

- Creating a strategic event concept
- The PR events toolbox: 25 types of PR event
- Media and non-media events
- Key components of event design
- Building a programme of content
- Event planning and preparation
- Mapping out a timeline and critical path
- Organising back-office systems
- Making it shine on the day: practical event execution
- Managing the online space

Day 4: Press conference management

This module covers event management from the perspective of senior PR professionals tasked with overseeing a major event.

- Event strategy: role in business strategy and communication strategy
- Ensuring events add value and deliver return on investment (ROI)
- Drafting an event strategy: a 10-pillar framework
- Planning and risk assessment
- Defining an event's brand identity
- Securing VIP speakers and attendees
- Project management for strategic events
- On the day: directing high profile events
- Managing event teams
- Event troubleshooting and crisis management



Course agenda

Day 5: Advanced event management

This module covers event management from the perspective of senior PR professionals tasked with overseeing a major event.

- Event strategy: role in business strategy and communication strategy
- Ensuring events add value and deliver return on investment (ROI)
- Drafting an event strategy: a 10-pillar framework
- Planning and risk assessment
- Defining an event's brand identity
- Securing VIP speakers and attendees
- Project management for strategic events
- On the day: directing high profile events
- Managing event teams
- Event troubleshooting and crisis management

Day 6: Advanced communication strategy

This one-day module covers strategy at manager and director level, including creating and deploying sophisticated strategies for complex situations, large organisations, multiple countries and brands.

- Evidence-based communication strategy: how to measure and prove the value of communication
- Advanced strategy tools and concepts: specialised techniques for developing complex PR strategies
- Justifying strategy: securing management support: how to get support from the top for ambitious PR strategies
- Rolling out and managing a communication strategy: the systematic process of creating and deploying a PR strategy



Course agenda

Day 7: Press release writing

This one-day module combines three key competencies: language and technical writing skills, news judgment, and tailoring news writing for the online space

- Press release essentials: the core principles of writing effective press releases
- Press release presentation: structure and format
- Essential ingredients of content and presentation
- Press release content: news, language and colour
- How to develop news angles using focused and powerful language
- Press releases online: search and social media impact
- How to write and distribute press releases that make an impact online as well as in the traditional news media

Day 8: Writing for social media and the Web

This one-day module explores hands-on techniques to translate plain good writing into effective writing that will make you stand out on social media platforms.

- Principles of writing for the Web and social media
- Social media writing strategy
- Optimising social media writing
- Micro-writing for blogs and social networks



Course agenda

Day 9: Internal communication

This one-day module covers employee communications from strategy to execution. You will learn best practice in building internal communication strategies that raise motivation, productivity and collaboration

- Core principles and defining concepts that underlie practical and strategic internal communications
- How to create an internal communication strategy complete with organisational systems and a practical action plan
- Internal communication platforms and channels: a toolbox of practical internal communication techniques and channels
- Internal communication campaigns and programmes: a how-to guide to launching internal communication programmes, based on case studies of award-winning campaigns from around the world

Day 10: Advanced communications and PR management

This one-day module covers best practice in designing communication departments, managing PR teams and directing campaigns.

- Strategic management for communications and PR departments
- Operational communication management: policies, processes and resources
- Programme management, measurement and evaluation
- Managing and leading a PR team



Training at ISOC



About ISOC

The International School of Communication is a private institution of higher learning.

We run training centres in London and Dubai and also train in-house for clients in more than 75 countries.

ISOC has been delivering specialist courses on communication for more than 15 years. We work for public and private organisations of all sizes, including blue-chip companies and national governments.

We are inspected and accredited by two UK government-regulated training authorities: Pearson Edexcel and the British Accreditation Council (BAC).

WHAT TO EXPECT

Learning at ISOC is fun, stimulating and effective

- Classes are based on interactive learning not lectures
- Training is built on real-world skills, not abstract theory
- Courses are short and intensive, designed for busy professionals
- Content is updated to continually to reflect innovations in best practice
- ISOC Accredited Trainer Programme faculty are senior industry professionals

ISOC courses are fun, stimulating, interesting, and designed around practical skills that you can put to work straight away



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