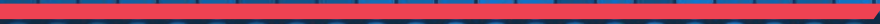


**Strategic
Communications
and PR Programme
(5 days)**



**SHORT COURSES
FOR PROFESSIONALS**

Strategic Communications and PR Programme (5 days)



Course overview

This communication strategy training course is a one-week masterclass for senior PR professionals. It is designed to develop leadership about the latest state of the art in international communications.

The course covers PR strategy, campaign management, internal communication, media engagement and crisis communication. It runs in a small-group format to facilitate sharing of knowledge and experience among high-level peers.

LEARNING OUTCOMES

After this course, you will be able to:

- Feel up to date with thinking and practices at the most senior level in PR
- Reflect and discuss the latest ideas and developments in the industry
- Develop complex and sophisticated communication strategies
- Engage with the media strategically at a top editorial level
- Analyse the roles and functions of an ideal communication department
- Create policies, procedures, materials and resources for your PR department
- Create crisis messages, positioning and response tactics response decisively
- Engage confidently with journalists and in online social media
- Represent your organisation effectively in challenging crisis interviews

Who should attend?

This is an advanced-level course designed for learners in senior roles, aspiring to mastery and innovation. Learning is pitched at a level to help you to synthesise best practice and direct strategic implementation.

This course is recommended for senior PR managers, communications directors, agency account directors, communications managers, communications directors, government communications managers and directors.

Course agenda

Day 1: Advanced 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

Day 2: Strategic media engagement

This one-day module covers sophisticated approaches to media relations that will enable PR professionals with some media experience to take their career to the next level.

- Creative news and media management: how to generate creative news angles and secure prominent coverage even for borderline stories
- Innovative media engagement tactics: how to engage journalists using innovative techniques
- Online media relations: how to conduct media relations on the Web and align media relations work with online social media
- Preparing and coaching spokespeople: how to brief and debrief

Day 3: The media in a crisis

This one-day module covers how to take control of communication in the crucial early moments after a negative news event.

- Seizing the golden hour
- Crisis positioning
- Online crisis communication
- Crisis media engagement

Day 4: Internal comms

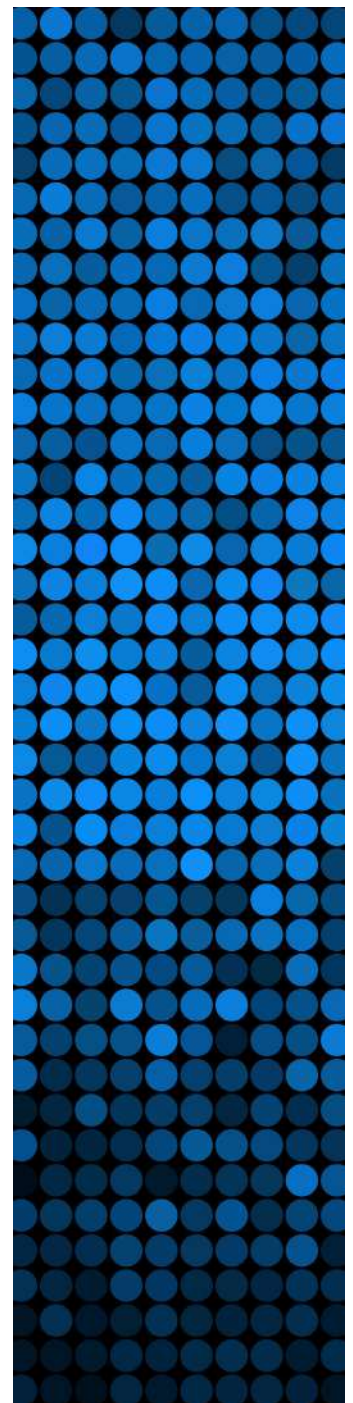
This module covers how to plan, design and deploy communications campaigns aimed at employees and colleagues

- Internal tools and tactics
- Case studies of successful internal engagement
- Recognition and reward
- Communicating corporate values
- Change management
- Employee motivation and engagement
- Overcoming common pitfalls

Day 5: Advanced management

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

- Managing a strategic PR department: best practice from the perspective of communication managers and directors
- Policies, processes, materials and resources: how to design operational systems based on best practice
- Advanced communication programme management: how to lead and manage high-profile PR and communications programmes
- Campaign budgeting and financial management



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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