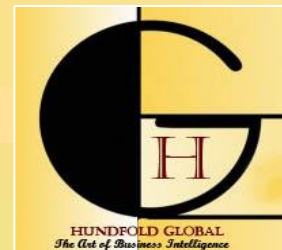


STRATEGIC COMMUNICATIONS, CRISIS MANAGEMENT AND PUBLIC RELATIONS WORKSHOP



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INTRODUCTION

The role of Corporate Communications and PR professionals is increasingly pivotal and integral to the sustainability of an organisation's reputation. Reputation and credibility can impact on your organisation in a myriad of ways. Thus it is vital that your organisation fosters a good reputation by developing mutually beneficial relationships with various publics.

When things go wrong or stagnant as they sometimes do, it is the public relations professionals that will be called upon to help businesses turn situations around. Corporate Communications & Strategic PR is a comprehensive and practical course that has been designed to boost and sharpen your communication and media relations skills to strike a chord with the expectations of your organisation's stakeholders and various publics.

Corporate Communications & Strategic PR is a particularly useful training programme if you are seeking to gain new insights and perspective. You will be taken through various case studies and practical exercises to further enhance your learning experience.

REASONS TO ATTEND THE COURSE

At the end of this workshop, participants should have the confidence and capability to:

- apply strategic thinking to tactical communication initiatives.
- develop and execute creative, strategic corporate communications campaigns.
- effectively manage the media and handle difficult media inquiries.
- re-coup from bad public relations and image crises.
- successfully incorporate social media with current communication programmes.
- recognise the importance of encouraging your organisation to be outward-facing
- review your current public relations performance, and audit your communications
develop a public relations strategy
- use your current communications more effectively, and identify new opportunities

PROGRAM OUTLINE

DAY 1

SESSION 1: COMMUNICATION AND CULTURE

This session shows you how to identify organisational cultures and develop a high engagement culture. It explains how cultures are formed and communicated and the role that leadership plays in determining culture.

Participation in the session will provide you with the knowledge to:

- identify culture and communication– definitions and models
- articulate national and organisational value systems
- explore personal values in different cultures
- build a shared vision by overcoming barriers
- communicate in cross-cultural environments.



SESSION 2: STRATEGIC INTERNAL COMMUNICATION

This session demonstrates how engaging with senior teams and building line manager capability connects employees with organisational goals. Improving engagement correlates with improving performance.

Participation in the session will provide you with the knowledge to:

- articulate why effective internal communication and staff engagement are critical to business success
- identify how line managers are the vital links between the executive and operational levels
- understand the role of emotional hooks in motivating individuals
- improve the quality of conversations with employees
- involve employees in decision-making
- effect change through effective staff engagement
- evaluate the effectiveness of internal communication strategies against business success.

SESSION 3: STRATEGIC PR MANAGEMENT

This session examines management of self and the role of emotional intelligence and personal effectiveness in managing individuals and teams. It focuses on motivation and managing underperformance as well as dealing with difficult people.

Participation in the session will provide you with the knowledge to:

- understand how effective teams perform
- set individual and team objectives
- deal with conflict
- train and develop your team
- manage underperformance
- identify issues that affect working relationships
- improve your interpersonal skills
- understand the regulatory environment around employee relations.

DAY 2

SESSION 4: PR STRATEGY AND PLANNING CAMPAIGNS

This session will show you how to pull together a professional, strategic PR campaign from scratch. You will learn how to follow a step-by-step process, from taking a brief to finalising plans and getting sign-off.

Participation in the session will provide you with the knowledge to:

- take and interrogate a brief
- conduct in-depth research and interpret findings in an intelligent way
- understand the difference between objectives, strategy and tactics
- structure your work to build an irrefutable business case
- demonstrate commercial value and return on investment
- agree and refine messages
- develop creative ideas that fit strategically
- evaluate campaigns effectively.



SESSION 5: CRISIS AND ISSUES MANAGEMENT

You will learn to identify the risks that face all organisations and how to prevent them from escalating into reputation-threatening crises. The session also outlines tactics for effective communication during crisis response.

Participation in the session will provide you with the knowledge to:

- identify and manage risk issues before they become crises
- recognise and tackle organisational cultures that incubate crises
- improve issues and crisis communications planning
- assess the threat to reputation of an issue or incident
- defend or enhance reputation through adversity
- know what to say when things go wrong
- understand comparative roles of social and traditional media in a crisis.

DAY 3

SESSION 6: REPUTATION MANAGEMENT

This session encourages you to consider the role of public relations in reputation management.

Participation in the session will provide you with the knowledge to:

- understand the importance of reputation management
- understand reputation as an asset to any organisation, comparable to assets such as the organisation's financial resources, intellectual property and the people who make up the organisation
- advise on approaches to managing and measuring reputation
- assess reputation risk, minimise threats to reputation and vulnerability to damage to reputation.

SESSION 7: CHANGE COMMUNICATION

This session provides practical guidance, techniques and real world examples of communicating change to internal audiences. Drawing heavily on psychological research, it challenges the myth that people don't like change and highlights the real sources of resistance and how they can be overcome.

Participation in the session will provide you with the knowledge to:

- deal with resistance to change, its sources and solutions
- understand how communication has such an important role to play in change
- communicate bad news messages
- communicate long-term, organisation-wide changes
- communicate in the face of open-ended, unpredictable change
- understand the roles and responsibilities of communicators, leaders and HR colleagues during change
- understand successful tactics, channels and techniques for communicating change.



SESSION 8: HANDLING MEDIA INTERVIEWS

This session will enable you, or the spokespeople you support, to become powerful advocates for your organisation when carrying out any type of media interview. It is the perfect way to ready yourself and your spokespeople for media interviews, whether print or broadcast.

Participation in the session will provide you with the knowledge to:

- prepare perfectly for any type of media interview – promotional, 'issues' or crisis
- prepare for print and broadcast interviews
- prepare and support other spokespeople before and during media interviews, give feedback and debrief
- communicate with impact and authority
- look and sound your best and overcome nerves
- satisfy the journalist's requirements for news while achieving your business objective
- handle contentious, sensitive issues
- handle the most awkward questions under pressure.

DAY 4

SESSION 9: EFFECTIVE MEDIA RELATIONS

This session will introduce you to today's media landscape and show you how to navigate it. The session will also demonstrate how to work with the Media and how to build effective long lasting relationships with journalists.

Participation in the session will provide you with the knowledge to:

Know the Media

- Who are they?
- Where are they?
- Why do we want to work with them?
- What do they want from PROs?

- What is a story and what does a good story look like?
- Where and how do journalists get their stories?
- How to pitch a story to a journalist?

- Which story to pitch to which media
- Ways of presenting the story to journalists/media
- The well equipped press office



SESSION 10: SOCIAL MEDIA - INTRODUCTION

This session will provide an overview of all the key platforms: Facebook, Twitter, LinkedIn, YouTube, Google+, Pinterest, Instagram and Quora, teach how to create a presence on each network and supply some highly effective tips and techniques for getting the most out of them. It will also give you an introductory primer on social media measurement.

Participation in the session will teach you:

- to understand the similarities and differences between networks
- about free and/or inexpensive tools for listening, publishing and engaging on each network
- how different types of organisation are using social media successfully
- basic social media measurement and evaluation tools and techniques.

SESSION 11: STAKEHOLDER ENGAGEMENT

This session outlines the notion of a stakeholder and provides best practice advice on how to engage with stakeholders in order to achieve organisational goals.

Participation in the session will provide you with the knowledge to:

- define stakeholders
- understand the concept of stakeholding and its relevance to PR practice
- identify, segment and prioritise stakeholders
- map stakeholders
- engage with hard to reach groups
- influence stakeholders
- evaluate stakeholder relationships.

DAY 5

SESSION 12: WRITING NEWSLETTERS AND MAGAZINES

This practical session shows you how to produce interesting, engaging publications that people want to read.

Participation in the session will provide you with the knowledge to:

- recognise what makes a successful corporate publication
- find good stories, select the right content and make 'dull' stories interesting and engaging
- produce useful briefs and work effectively with contributors
- edit other people's badly written or inappropriate copy
- create a production schedule and stick to deadlines
- integrate company messages into the publication while keeping stories interesting for the reader
- adapt writing styles to suit subject, message and readership
- make pictures, layout and design work to your advantage.



SESSION 13: WRITING FOR IMPACT AND CREATIVITY

This session will help you to tap into your creativity and incorporate it into everyday writing tasks. It will also offer advice and techniques on how to overcome writer's block and approach writing in a more structured and effective way.

Participation in the session will provide you with the knowledge to:

- produce creative, compelling copy that engages your readers
- write more fluently on any topic, for any purpose
- boost your confidence in your own creative ability
- find fresh new approaches to well- worn topics
- write faster and more fluently
- be organised and efficient in the writing process
- plan your work and structure your piece
- banish 'writer's block' forever.

