



# PUBLIC RELATIONS & CRISIS MANAGEMENT MASTERCLASS

**VENUE:** HILTON MAURITIUS RESORT & SPA | **DATE:** 14<sup>th</sup> & 15<sup>th</sup> MARCH 2024

## **COURSE DETAILS:**

In keeping with digital trends, Public Relations (PR) has undergone a massive change. Today's PR campaigns must integrate all forms of communication using a multichannel approach to build awareness, customer loyalty, stakeholder engagement and advocacy.

Through this Public Relations & Crisis Communications Masterclass, you will be prepared for media and stakeholder challenges. Learn the do's and don'ts of crisis communications: who should take responsibility in a crisis situation, how to prepare spokespersons and messages, how to handle social media and how to brief staff, stakeholders and the media.

## **COURSE OUTLINE:**

- Understanding PR and the media
- Understanding earned, owned, shared, and paid media
- Social Media & PR: Monitoring Tools and Benefits
- PR Best Practices & Ethics
- Reputation and Crisis Management
- The principles of Crisis Management
- Development of a Crisis Communications plan
- Strategies to prevent and mitigate crisis situations
- Understanding how to communicate effectively during a crisis
- Managing media & stakeholders during crisis

## **EXPECTED OUTCOME:**

By the end of the course, participants will be able to:

- Acquire a thorough understanding of practical PR concepts, techniques and strategies
- Understand the importance of PR for the organization
- Develop a PR plan
- Learn how to prepare a Crisis Communications plan
- Engage with stakeholders during crisis

## **TARGET AUDIENCE:**

CEOs, GMs, Executives, Heads of Functions and Team Leaders whose portfolios cover Public Relations or impact the public domain (Marketing, Communications, Corporate Affairs, Sales, Human Resources, Public and Regulatory Affairs, CSR, Health & Safety), Advertising Agency Executives, Press Attachés, Regulators, Academics, PROs, Risk Managers, Security Professionals, Safety Professionals, Human Resources Professional.

## **FEES AND REFUND**

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of up to 75% from HRDC. Fees include lunch, tea breaks and training materials.

## **TRAINING METHODOLOGY:**

Interactive and participatory, including presentation and facilitation by the trainer with group exercises, roundtable discussions, video clips, case studies and debriefing. Participants will gain both theoretical and practical knowledge of the topics. The emphasis is on the practical application of the topics and as a result participant will go back to the workplace with both the ability and the confidence to apply the techniques learned to their duties.



### **TRAINER: AMARESH RAMLUGAN**

Amaresh is a seasoned professional with over 20 years work experience. His prior roles include Head of Marketing & Corporate Affairs, Barclays Bank and Head of Marketing & Communications, State Bank of Mauritius. Amaresh is currently CEO of The Concrete Agency (tca.mu), a leading full-service Marketing Communications agency. He holds an MPhil in Management Coaching as well as an MPhil in Development Finance from the University of Stellenbosch Business School.



### **TRAINER: MARIE-NOELLE ELISSAC-FOY**

Marie Noelle is a senior PR strategist and a mature professional with proven experience in the communication field. She has long been involved in the media and communication fields. She crafts public relations strategies for small business owners, professional organisations and networks.