



YOU WANT TO BE HEARD...

PUBLIC RELATIONS (PR) MASTERCLASS

19-20 APRIL 2018

HOTEL SOFITEL MAURITIUS L'IMPÉRIAL RESORT & SPA, WOLMAR COASTAL ROAD, FLIC-EN-FLAC

ABOUT THE PR MASTERCLASS

You want to be heard, your brand known and respected but with content being published every second, from every corner of the web: getting your message through the noise is a challenge. 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.

During this workshop, PR and Media guru Marion Scher will teach you how to get your messages across as simply, clearly and effectively as possible utilising every communication tool available from social media to website content, mobiles, tablets apps and more.

COURSE METHODOLOGY

Interactive and participatory, including presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips, case studies and debriefing.

WHO SHOULD ATTEND

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.

COURSE OUTLINE

- The Power of Communications Today – Trends and Statistics
- Understanding Communications Channels and Audience Engagement
- Understanding PR: Concepts and Jargon
- 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
- Building internal employee champions
- Visual storytelling in PR: videos, infographics, images and more
- Essential Elements For a Successful Public Relations Campaign
- The PR promotional role

COURSE OBJECTIVES

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

- Acquire a thorough understanding of practical PR concepts, techniques and strategies
- Demonstrate key PR skills relating to verbal and written communication
- Apply the main media skills in PR including media release, media policy, media kit
- Prepare, present and deliver effective oral messages in public
- Apply PR skills as promotional tools
- Use social media effectively for enhanced PR
- Learn what to do during a crisis



MARION SCHER
Course Director

Marion Scher, award winning journalist and author, is one of South Africa's top freelance journalists, media consultants and trainer for the last 28 years.

Having worked in all three forms of media, radio, television and print Marion runs courses both in the media and public relations industry. Her corporate clients include Unilever, MTN, Telkom, ABSA, Munich Re, Dimension Data, Old Mutual, Metropolitan, Anglo Gold Ashanti, FNB and DBSA, Eskom, Pfizer, McDonald's, Eskom, Ekurhuleni, SANParks, Discovery Health and Cape Town Municipalities amongst many others. Columnist for the Sunday Times Lifestyle magazine and author of best-selling book 'Surviving the SA Media – Building Bridges To Make The Media More Accessible' she is also a judge of the two top media awards in the country: Kudu Awards and the National Press Club Journalist of the Year. Her new book 'Conquering Communication – The Digital Way' (Knowledge Resources) will be available in April 2018.

As well as running courses for PRISA (Public Relations Institute of South Africa) she is a regular speaker at many PRISA events and other conferences around South Africa.

FEES AND REFUND

Rs 20,000 per participant. Course is MQA approved and company sponsored participants can get a refund of 60% from HRDC. Fees include lunch and tea breaks for both days.



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For more details and registration visit www.clcl.mu