



# Institute for Capacity Development

Suite 3B, Third Floor, Capital Centre Building, Werner List Street, Windhoek, Namibia;  
PO Box 10193, Khomasdal, Windhoek, Namibia;  
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Website: [www.icdtraining.com](http://www.icdtraining.com)

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## Customer Care and Public Relations

### Course Objectives

Upon completion of the programme, the participants should be able to:

- Link institutional success to effective public relations management
- Understand the role of customer care and public relations in organisation development
- Identify the role of public relations in contemporary society.
- Establish quantifiable public relations goals.
- Describe the internal and external public relations techniques and tactics
- Come up with institutional public relations strategies
- Design customer care and PR plans

### Target Groups

- Customer care consultants
- Public Relations Officers
- Managers
- Frontline staff
- Administrators
- Client Service Managers
- Staff dealing with public

### Course Outline

- The Concepts of Public Relations, Customer care and Organisational mission
- Relevance of customer care and its place in global trade
- The Customers' view of quality service
- Gathering information on customer service
- Public Relations and effective service delivery
- Motivational methods for employees to provide quality customer service
- Public relations and Customer care
- Special application for public relations
- Communication skills for effective service delivery
- Industrial development, competition and customer care.
- The future of customer care in public and private institution
- Realities of public relations
- Public opinion research and public relations
- Public Relations Communication Tools, Techniques,
- Message dissemination
- Public Relations Strategy and Implementation
- The Management of PR Work
- PR communication plan and strategies
- PR's role on overall organizational planning

- Planning and managing public relations work
- PR's Ethical and Legal Environment
- PR ethics and social responsibility
- Goals of conflict management
- Complain handling and mediation
- Database Management
- Action planning

Dates: 17<sup>th</sup> – 28<sup>th</sup> October 2011

Duration: 2 Weeks

Cost: US\$2950/delegate

Venue: Windhoek, Namibia



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## Application/Nomination Form

Organisation \_\_\_\_\_

Department \_\_\_\_\_

Email address \_\_\_\_\_

Postal address \_\_\_\_\_

Phone numbers \_\_\_\_\_

Course Title/ Code \_\_\_\_\_

Attendance Month/ Dates \_\_\_\_\_

	<b>Surname</b>	<b>First Name</b>	<b>Position</b>	<b>Email</b>
Delegate 1				
Delegate 2				
Delegate 3				
Delegate 4				
Delegate 5				
Delegate 6				

*Attach a separate list in cases where the delegates are more than six ( Applications can also be submitted online or by email).*

Expected Benefits from participation \_\_\_\_\_

\_\_\_\_\_

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Authorised Signature: \_\_\_\_\_ Position \_\_\_\_\_ Date: \_\_\_\_\_