



Institute for Capacity Development (ICD)

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Public Relations and Communication Skills

Course Objectives

Upon completing this training program, the participants should be able to:

- Describe the internal and external public relations techniques and tactics that help to enhance a positive image of an institution
- Create Public Awareness through effective communication
- Develop institutional public relations strategies
- Understand the basic communication principles in both internal and external interactions
- Design customer care and Public Relations plans for their institutions
- Develop their levels of self-motivation, self-control and self-confidence
- Use effective communication to improve efficiency and productivity at workplaces

Target Group:

- Government and semi-state employees whose functions require them to communicate directly with members of the public
- Public relations officers
- Senior managers who manage and supervise employees in their divisions
- Personal Assistants
- Senior officials expected to draft press statement, advertorials and public announcements on behalf of Management
- Media Liaison officers
- Frontline staff who deals with public enquiries and people who need to be directed to the relevant officials

Course Outline

- General management principles
- Public relations and customer care
- The PR Promotional Role
- Definitions of public relations models of PR practice
- How public relations differs from other areas of communication and specialist areas of PR practice
- The business, social, political and international contexts in which PR operates
- Introduction to basic communications theories and systems theory

- Introduction to PR planning
- How to deploy a range of PR techniques?
- Implications of social media for public relations in practice
- Analyzing and criticizing theory and secondary data
- Using multi-media channels
- The process of developing a public relation strategy for an institution
- Crisis Management Using PR Means
- Basic skills required to enhance internal and external communication
- Verbal and non-verbal communication modes
- Communication with supervisors
- Public Communication and Awareness Campaigns
- Communications with colleagues and subordinates
- Communication and interpersonal relationships
- PR and Issues Management
- Relationship Management
- PR and Reputation Management
- PR and Communication
- PR and the Media
- Building Good Relationships with the Media
- Crisis Management
- How to Handle the Media During Crisis Situations?
- Presentation Skills and Delivering a Speech
- The PR Promotional Role
- Measuring PR Effectiveness
- Action planning

Dates: 04th – 15th July 2022

Duration: 2 weeks

Tuition Fee: US\$2850

Venue: Pretoria, RSA