



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Advanced Public Relations

Code	City	hotel	Start	End	price	Hours
317	Amsterdam (Netherlands)	Hotel Meeting Room	2025-02-17	2025-02-21	5450 €	25

INTRODUCTION

Communications and PR are at the heart of business performance. Modern methods, tools and channels have greatly increased its power. This lively and challenging programme is focused on developing skills and competence to practice effectively in today's organisational environment. In this programme you will learn how to:

- The range of activities and skills of PR and how they can benefit you
- The tools and techniques of effective PR practice
- To improve your planning and writing for a range of media
- To deliver successful events, visitor and VIP programmes

PROGRAMME OBJECTIVES

- Examine the role of Communications/PR in the 21st Century Organisation
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write a clear PR/Communications brief
- Plan communications activity to meet client need
- Learn how to develop an electronic PR/Communications Centre
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness



TRAINING METHODOLOGY

The programme uses a rich mixture of practical exercises, case-studies, questionnaires, syndicate and group work and video/DVD examples. Participants will be asked to reflect on and to discuss their own professional issues and experience.

PROGRAMME SUMMARY

The programme is a thorough and up-to-date introduction to the professional practice of public relations and communications in the 21st century organisation. The value and nature of PR disciplines are established and linked to bottom-line performance. The tools and techniques to deliver business effectiveness in these disciplines are systematically covered, practised and illustrated with a wide range of recent case-studies. The programme includes personal action planning to ensure that the learning can be successfully transferred to your own work.

PROGRAMME OUTLINE

DAY 1 - The 21st Century Communicator

- Introduction and welcome
- Goal setting for the programme
- The role of Communications PR in the organisation
- The range of media and channels
- A problem-solving approach to PR
- Personal goal-setting for the programme

DAY 2 - From theory to successful practise

- Communications models: implications for practise
- Psychological themes and construction in practise



- The art of influence and persuasion
- Ethics and communications
- Organisational transparency and communications
- Taking and interpreting communication briefs

DAY 3 - The Medium is the Message

- Managing stakeholder relations
- Managing government relations
- Choosing channels - matching media to tasks and stakeholders
- Writing and editing a newsletter, newspaper or magazine
- Writing for the web
- Organising events and exhibitions

DAY 4 - Management x Communication

- Improving the power of communications in the organisation
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management

DAY 5 - Putting it all together

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your personal visibility
- Networking and effectiveness
- Team working and your personal effectiveness
- Time management and work planning
- Summary and Conclusion



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.