



Public Relations & ommunication skills



SCANDINAVIAN ACADEMY
Training and Development



Course: Leadership for PR Professional

Code	City	hotel	Start	End	price	Hours
356	Beijing (China)	Hotel Meeting Room	2024-01-08	2024-01-12	5450 €	25

PROGRAM OUTLINE

DAY 1

Effective PR Campaigns

- Welcome and introduction
- Perceptions of PR among senior managers
- The global information village
- Putting a cash value on reputation and the PR that builds it
- PR campaigns - their use and their risks
- Case study examples - what works and what does not
- Practical example - tackling a business challenge
- An introduction to evaluation

DAY 2

Essential Administrative Skills

- Harnessing the power of the mind - through Mind Mapping Techniques
- Right brain/left brain theory
- Managing larger projects to meet deadlines
- Planning skills - using a Gantt chart to chart work progress
- Problem solving techniques
- Becoming more proactive
- Decision Making tools
- Managing meetings effectively
- Keeping minutes of a meetings
- Working with more than one manager

DAY 3

A Problem-Solving Approach to Campaigns

- Brand, identity and image, the basis of reputation
- Assessing your reputation and the use of 'gap' analysis
- The origins of PR and its foundations in the social sciences



- Business strategy and problem identification
- Problem solving methods – choosing the right one
- Problem analysis – desk research, stakeholder analysis, PEST and SWOT
- Setting measurable objectives
- Force field analysis and risk identification

DAY 4

Developing as a professional

- Listening skills – seeking to understand before being understood
- The number one reason we don't listen well
- Creating a professional image
- Leadership skills
- Knowing and accepting yourself as a leader
- Making things happen from anywhere in the organization
- How to make presentations with confidence and power
- Overcoming the fear of public speaking
- Learn the essentials of planning a presentation
- How to hold the attention of a group
- Painless methods for giving corrective feedback
- Best practices for delivering positive feedback

DAY 5

Self-Empowerment and Self-Management

- Understanding the main causes of stress
- How to build self-confidence and strength the ability to respond to difficult situations
- How to relax and refresh the mind and body
- The signs, symptoms, causes and triggers to stress
- Why stress is a powerful messenger
- How to break the vicious cycle of stressful thinking
- The essential skills of emotional intelligence
- Using emotional intelligence at work
- Transforming fear and negativity and reactive-ness
- Becoming a more proactive, responsible and self-aware person
- Continuing Professional Development - where to go from here



The Scandinavian Academy 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.