Mastering Public Relations and Protocol Management

CODE: AS008

2023

KNOWLEDGE TREE
INTERNATIONAL INSTITUTE LLC

Mastering Public Relations and Protocol Management

ASoo8

Course Overview

A healthy self-esteem is essential for growth and achieving success. Of all the judgments you make in life, none is as important as the one you make about yourself. Without some measure of self-worth, life can be painful and unrelenting. In this one-day workshop, participants will discover some techniques that can dramatically change how they feel about themselves, and how they approach the world to get the things that they want.

In this program you will learn:

The tools and techniques required to manage reputation in a complex media environment

How to manage knowledge within the business for media effectiveness.

How to shape external perceptions of your organization by first-class corporate internal communications

How to develop a strategic approach and a clear plan of action

Training Methodology

This program is an intensive, updating program illustrated throughout with practical examples. It concentrates on practitioner skills, tools and techniques for the effective management of these important business functions.

Learning Objectives

- Set Corporate Affairs in its strategic anticipatory and effective context
- Develop an understanding of stakeholder program for regular, focused communication activities
- Examine the development of Corporate Affairs tools
- Understand how to develop and coordinate strategy, plans and tactics
- Evaluate the use of research

Who Should Attend?

Public Relations professionals

Other key personnel in the organization whose work involves contact and interaction with internal / external public

Also beneficial to personnel professionals who wish to learn how to use communication more effectively – *possibly in the areas of personnel, marketing, sales, training and administration*

Course Format

Face-to-Face

Location: Canada/ UK/South Africa/ USA

Locate Our Office:

USA - 9905 UNIVERSITY CITY BLVD, #462 CHARLOTTE NC, 28213.

CANADA - 670 HURONTARIO STREET, L5B IP3, MISSISSAUGA, CANADA.

HILTON LONDON OLYMPIA 380 KENSINGTON HIGH ST. LONDON W148NL UNITED KINGDOM

COPTHORNE HOTEL DUBAI PORT SAEED - DEIRA DUBAI, UNITED ARAB EMIRATES.

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Schedule and Fees:

$3,950.00 Fees + VAT as applicable

(including coffee breaks and a buffet lunch daily)

Duration: 10 Days

Dates:

12th – 23rd June, 2023

16th – 27th October, 2023