



MSPD

CONSULTING . CORPORATE TRAINING . PERSONNEL

Make your Dreams Come True

2016/17 Course Outline

MSPD Skills Development Programme

Media And Public Relations

Course Overview

- Manage your image and value by forming solid networks through strategic communication planning.
- Effective networking is essential for day-to-day business

Course Outcomes

This course will enable you to:

- Manage internal and external communications
- Gain knowledge of digital content production
- Represent the organisation on broadcast media
- Video and audio planning and production.

Course Outline

Module One: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

Module Two: Networking for Success (I)

- Overview
- Creating an Effective Introduction
- Making a Great First Impression

Module Three: Networking For Success (II)

- Overview
- Minimizing Nervousness
- Using Business Cards Effectively
- Remembering Names

Module Four: The Meet and Greet

- Overview
- The Three-Step Process
- The Four Levels of Conversation
- Case Study (I)
- Case Study (II)

Module Five: Dressing for Success

- Overview
- The Meaning of Colors
- Interpreting Common Dress Codes
- Deciding What to Wear

Module Six: Writing

- Overview
- Business Letters
- Writing Proposals
- Reports
- Executive Summaries

Module Seven: Setting Goals

- Overview
- Understanding Goals
- SMART Goals
- Helping Others with Goal Setting

Module Eight: Media Relations

- Overview
- Television
- Print
- Web Presence, Blogs & the Internet

Module Nine: Issues and Crisis Communication Planning

- Overview
- Gauging the Impending Crisis Level
- Providing Feedback and Insights
- How Information Will be Distributed
- Tracking the Overall Effect

Module Ten: Social Media (The PR Toolkit)

- Overview
- Blogs
- Wikis
- Podcasts
- Social Bookmarks
- RSS Feeds

Module Eleven: Employee Communications

- Overview
- Verbal Communication
- Non-Verbal Communication Skills
- Email Etiquette
- Negotiation Skills
- Making an Impact

Module Twelve: Wrapping Up

- Overview
- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations