



# PUBLIC RELATION OF THE ORGANISATION

The success of the organisation depends on the way it is perceived from external. The image is build hardly and means effort, time and money.

The course will develop the skills in order to build and maintain the company image on the market. It is recommended those both with experience in the field and beginner who want to start a career in the PR field.

During the training the role-play in which the participants organise a press conference is video recorded. The role-play is then analysed at the end of the training and the trainer give constructive feedback.

## **OBJECTIVES**

By the end of the training course, the participants:

- Will choose the activities concerned with public relations;
- Will be able to use techniques and instruments of research in public relations;
- Will be able to build the company image;
- Will be able to manage the public relations activities and budgets;

- The role of the PR in the crises situations
- The Public Relations costs
- The management of the activities and budgets
- Ethics and social responsibility in PR

## **PARTICIPANTS**

- \* Members of the management team,
- \* Employees involved in Public Relations activities

## **COURSE CONTENT**

- Definition, PR activities
- PR Professionals
- Research in the public relations field
- Building the company image
- PR Management
- PR Department: composition and role
- Internal and external communication (announce, press conference, video communiqué, picture, film, television a.s.o)

**DURATION: 3 days**



===== **MINARDO** =====