

ADVANCED PUBLIC RELATIONS AND CORPORATE COMMUNICATION SKILLS MASTERCLASS

5th and 6th November 2015, Cedarwoods Hotel, Sandton - South Africa

In this program, you develop advanced skills in business communication, as well as public speaking and presentations in the workplace. The program begins with a review of the basic principles of communication and public speaking, and covers advanced techniques like establishing credibility and constructing effective arguments. You give a speech at the end of the session, which will be analyzed, evaluated, and discussed. Communicate calmly and professionally, even in stressful and emotionally charged situations. Stand up and respectfully speak up and be heard in all situations, with anyone, anywhere, anytime. Learn how to emote, engage and empathize for greater influence, productivity and profitable relationships

Your Expert Facilitator

Emmanuel Anyefru Ph.D.

Emmanuel holds a Doctorate from Wits University and has developed into an expert facilitator. He is a founding and managing member of Trainers without Borders a training company based in JHB. His experience in facilitation lies in areas related to Public Relations and Corporate Communication, Supply Chain, Procurement, Contract management and Emotional Intelligence. He has worked vastly with Universities, Government Departments, Municipalities and the Private Sector workforce. He is also a Health and Safety Specialist accredited with the American Heart Association and the Southern African Resuscitation Council. Emmanuel is a passionate researcher, coach, consultant and material developer for most training companies.

Participants will learn how to

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment.
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.
- Improve their awareness of the main media skills in Public Relations.
- Articulating and implementing best practice guiding principles for press management
- Identify different approaches to interpersonal relationships.
- Discover different personal listening styles.
- Apply their understanding of body language to improve their communication style.
- Develop skills in building rapport with others.
- Practice and use assertiveness skills in different situations.
- Enhance the ability to influence different personalities
- Assertively say "No" and disagree with others
- Manage communication campaigns & budgets

Who should attend?

Public Relations Officers and other key personnel in the organization whose work involves contact and interaction with the internal/external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this program\

- Communication Managers
- Public Relations Specialist
- Public Relations Officers
- Line Managers
- Media Officers
- Press Officers
- Information Officers
- Publicity Agents

08:00 Early Morning Refreshments**08:30** Organiser's Welcome Address**Defining Effective Communication**

- Myths in Communication
- Elements of our Communication with Others
- Using Different Communication Windows
- Overcoming Communication Fears
- Identifying Communication Styles
- Applying Communication Styles in Different Team Stages
- Characteristics of Effective Communicators

The Art of Listening

- The Personal Listening Profile
- Dealing with Listening Problems
- Identifying Listening Approaches
- Applying Listening Techniques
- Effective Listening and Paraphrasing
- The Use of Clarification Techniques
- Understanding Others' Filter Systems

The Power of Body Language

- Communicating with Body language
- Components of Non Verbal Communication
- Body Language Mistakes
- Lying and Body Language
- Eliciting Thinking Patterns through Eye Movement
- Improving your Body Language
- Evaluating your Non Verbal Communication Skills

Assertiveness Skills

- Definition of Assertiveness
- The Power of Self Talk
- Assertive Rights and Corresponding Responsibilities
- Learning How to Say "No"
- Feedback and Assertiveness
- Ten Activities to Practice Assertive Behavior

Handling Difficult People

- Understanding our Responses with Difficult People
- Strategies involved in Dealing with Difficult People
- Dealing with Confrontations
- Dealing with People with Negative Aspects
- Dealing with Impossible People
- Six Difficult Types of People

End of day one

08:35**Public Relations Concepts**

- Definition, Roles and Situations
- Qualities for Successful Public Relations Staff
- Public Relations and Ethical Behavior

Public Relations and Communication

- The Public Relations Officer as Communicator
- Exchange of Messages
- Models of Communication Process
- Overcoming Communication Barriers
- Importance of Body Language in Public Relations Activities

Public Relations Responsibilities

- Corporate Image Identity and Reputation
- Public and Community Oriented Activities
- Civic and Social Activities

Public Relations and the Media

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Conducting Live or Taped Interviews
- Dealing with the Media
- Building Good Relationships with the Media

How to Handle the Media during Crisis Situations

Presentation Skills and Delivering a Speech

- Planning the Speech
- Writing the Main Points of the Speech
- Rehearsing the Speech
- Presenting the Speech
- Dealing with Questions Asked at the End of Speeches

Public Relations Written Skills

- Editorial, Layout and Production Techniques
- Writing Memos, Reports, Emails and Letters
- Preparing Colorful Newsletters
- Designing and Preparing Attractive Brochures

The Public Relations Promotional Role

- Public Relations Role in Marketing
- Public Relations and Advertising
- Sponsorship and Promotions
- Organizing Different Exhibitions
- Effective Media Coverage

End of Workshop and Handing of Certificates

Registration Form

Advanced Public Relations and Corporate Communication Skills

5th - 6th November 2015

Cedarwoods Hotel, Sandton Johannesburg

TO BOOK A PLACE AT THIS EVENT: TEL: 011 440 8901 OR FAX 011 440 3894

Please Fax Back For Attention

Name of Authorising Manager.....

DirectTel:..... Fax:.....

Email: Vat No:.....

Authorisation Signature Date

The signatory must be authorised to sign on behalf of the stated company. By completing and signing this form, the authorising signatory accept the terms and conditions of all the payment methods

We authorize the following delegate(s) to attend:

Organisation:.....

Address:.....

City.....Postcode.....

Tel.....Fax.....

1. Name:.....Position.....

Email:.....Cell:.....

2. Name:.....Position.....

Email:.....Cell.....

3. Name.....Position.....

Email.....Cell:.....

4. Name:.....Position.....

Email:.....Cell.....

5. Name:.....Position.....

Email.....Cell.....

All days ONLY R10,999.00 + R1,539.86 (VAT) = R12,538.86 per delegate. Price Includes; Entrance to the event, teas & pastries, lunches and/or exhibition for all days of this event, complimentary parking tickets if need be for all days of the event, the event programme and all necessary equipment, a delegates' list and certificate of attendance/competence to delegates.

Terms and Conditions of Registration

Payment Method:

Bank Transfer or cheque payments to be made payable to:

Account Name: Trainers without Borders cc
Bank: The Standard Bank of South Africa
Account No: 200469797
Branch: Park Town
Bank Code: 000355
Account Type: Cheque

Hotel Accommodation:

Overnight accommodation is not included in the conference fee. To reserve a room please apply directly to the venue where this event is taking place.

Confirmation Details:

Please contact us before the event if for any reason you have not received written acknowledgement of your registration

Cancellation Policy:

In order to guarantee your place, our offices must receive payment prior to the event. Trainers without Borders reserve the right to refuse admission for non-payment.

All cancellations must be received in writing. No telephonic cancellations will be accepted.

Should you be unable to attend the event, a service charge of 25% will be levied in respect of written notification of cancellation received at this office within 7 days of registering. There after the full amount is payable. Refunds are inadmissible however; substitute delegates are welcome at any time. We also credit the full amount towards another programme with pleasure.

Indemnity:

Speakers, venue and topics are confirmed at the time of going to press. Change and/or cancellations might be made due to circumstances beyond Trainers without Borders' control. Examples of unavoidable aspects include: acts of terrorism, extreme weather conditions, industrial action etc. During such instances Trainers without Borders shall endeavour to reschedule the event. Failure which Trainers without Borders will furnish the client with a credit voucher valid for the next 12 months and to the equivalent amount as this events' with which the client can attend any event organised by Trainers without Borders.

Our Common Bond:

Our aims and key driving force is to provide a global platform for the exchange of intelligence between solution providers and solution seekers via the formation of strategic alliances with Associations, Media Partners and Eminent Speakers; who are all committed to our shared mission, enhanced by the empowerment of our people to maintain excellence.
For more information visit www.trainerswithoutborders.co.za