

PR Skills for Non- PR



Decide with Confidence

Have you been tasked to prepare a press release? Need to put together a press kit? Or perhaps you need help organising a press conference? This workshop will equip you with the critical skills needed for handling public relations. Designed specifically for non-PR staff such as administrative managers, secretaries, or sales and marketing personnel. This comprehensive workshop will impart the necessary public relations knowledge and skills. It will additionally help you to generate positive PR when communicating you're your customers as well as internal staff.

Course Objectives

On completing this program, participants will

- Gain a better understanding of the role of public relations and the media in business today
- Learn how to better communicate corporate key messages through effective PR
- Understand the principles of customer relationship management
- Learn how to write an effective press release
- Understand how to manage a press conference/briefing
- Learn how to manage the press interview
- How to project a positive image to your customers through good public relations

Course Outline

- ▶ **INTRODUCTION TO PUBLIC RELATIONS**
 - ▶ Understanding the essentials of public relations
 - ▶ Different types of media and roles they play
 - ▶ Relationship building with the public and media through effective pr
- ▶ **PR WRITING SKILLS**
 - ▶ Writing the press advisory
 - ▶ Writing the press release
 - ▶ Boiler plates and press kits
- ▶ **PUBLIC RELATIONS PITCHING**
 - ▶ Development and research of story angles
 - ▶ Writing the media pitch
 - ▶ Presenting the media pitch

Who Should Attend

Non PR Executives, professionals, secretaries and administrative staff, whose job requires handling some forms of public relations and working with the media and press.

About The Trainer – Ms Josephine Teo

Josephine has 14 years of experience in the public and private sectors and her role ranges from strategic planning, industry development and promotion, branding, change management, crisis management, marketing, talent development, corporate communications to public relations.

Josephine specializes in communications-based programmes, events management and branding, and has special interest in change management and crisis management. She has conducted workshops in branding, teamwork, problem solving and creative learning. She also develops and trains the Advanced Certificate in Training and Assessment (ACTA) course, which is a competency-based train-the-trainer programme certified by the Workforce Development Authority of Singapore. Josephine's clients includes Singapore Economic Development Board, Macdonald's Corporation Singapore, JTeam Singapore and many others.

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Date: 3rd October 2008, 9am – 5pm
Venue: Grand Park Plaza Hotel, City Hall

Fee: [] S\$410 for D&B Subscriber [] S\$530 for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 3rd Sept to receive a 10% off usual fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee

Fax the completed registration form to 6318 7832

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] D&B subscription units (Account no: _____)
[] Cheque (+GST) Payable to: **Dun & Bradstreet (Singapore) Pte Ltd**
[] VISA [] Mastercard [] Amex
Card no: _____ **Expiry date:** _____
Signature: _____

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company.
4. D&B reserves the right to change venue due to unforeseen circumstances.