



---

## **EFFECTIVE PUBLIC RELATIONS SEMINAR**

---

**Theme: *Sustaining Public Relations amidst Current Challenges***



**Date: Thursday, 17<sup>th</sup> September, 2020**

**Time: 8:00am – 5:00pm**

**Venue: Radisson Blue Hotel, Aberdeen, Freetown**

**Cost of Participation: Please read page 5 of this Brochure**

**Registration Deadline: Friday, 11<sup>th</sup> September, 2020**

**Discounts: 10% discount for 6 or more delegates**

**Organisers: African Consulting Group and African Training Institute**

### **WHO SHOULD ATTEND**

Effective Public Relations Seminar is a one-day training program specifically designed for Senior Public Relations Officers (SPROs); Public Affairs Managers; Communication Directors; PR Officers; Assistant PR Managers; PR Consultants; Compliance Officers; Directors of PR Planning & Analysis; PR Strategists; PR Analysts; PR Supervisors and PR Officers of Government Ministries and Agencies; Managers and Directors in senior management positions in public and private companies, public institutions, NGOs and private firms operating in Sierra Leone.

[www.africanconsultingcorp.com/prseminar](http://www.africanconsultingcorp.com/prseminar)

# **Effective Public Relations Seminar**

## ***Sustaining Public Relations amidst Current Challenges***

### **Background of the Seminar**

Media and Public Relations are strategic management functions which build mutually beneficial relationships between organisations and their publics. PR evaluates public attitudes and plans and delivers programmes of action to gain understanding and acceptance of the organisation's policies and processes. It builds trust, reduces reputational risk, and inspires the communities that matter to your business. Unlike Marketing which generally pays for its media coverage, Media Relations earns media coverage (both digital and traditional) as free editorial. This makes PR cost-effective and gives high return on investment (ROI).

The ACG has proved its reputation in Media & PR teaching and consultancy over five years of international activity with over two thousand delighted customers. We span subjects from organising events to strategy and social media marketing communications. Let our multi-discipline team help with your Media and PR career needs and take your development to a new level.

### **Course Description**

This program provides the Public Relations and Communication Managers the essential skills to create goodwill for your organisations. It aims to assist you to do an effective job of building the Image of your Organization or department. It discusses the art and techniques for effective public relations (Image Building). Image building is discussed as an essential planned activity: including PR deliverables, Tasks, Resources, and Strategy Options. Program content includes: Analysis & Definition of PR Issues, Developing Action Plans, Communication & Implementation, and, monitoring and evaluation of outcomes.

### **Course Objectives:**

At the end of this course the participants will be able to:

- List the functions of public relations in a changing environment.
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional.
- Practice the key communication skills and techniques essential for performing their PR duties.
- Implement their know-how to communicate effectively with the internal and external publics of the organization.
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication.
- Prepare and execute a press conference.

### **Targeted Audience:**

Managers, supervisors, and officers experienced in public relations. Other key personnel whose work involves contact and interaction with the internal or external public, particularly in the areas of personnel, marketing, sales, training, and administration will also benefit from this course.

## Training Methodology

---

This training seminar is activity and discussion based. Formal presentations will be balanced by a range of case-studies, practice problems and group discussions. Sharing the experience of the participants is an important feature and delegates will have the opportunity to discuss their own projects or challenges in an environment focusing on solving those problems.

## Organisational Impact

---

Communicating effectively with key stakeholders is vital to the delivery of business goals. This ACG training seminar demonstrates how:

- PR can be a key element of business strategy through coherent and focused campaigns
- Clear business results can be driven by well-planned campaigns
- Reputation and Brand can be enhanced through well designed campaigns
- Risks involved in raising profile can be identified and mitigated
- Results can benefit all of your key stakeholders
- Maximum effect can be achieved for minimum financial outlay.

## Personal Impact

---

This ACG PR Management training seminar examines a wide range of communications issues, skills and opportunities. As well as developing further personal competencies, and will help participants:

- To develop a more effective approach to communication in the workplace
- Select and use the best tools to add value to the organisation at a strategic level
- Develop personal action planning and understand how to 'sell' ideas to top management
- Plan evaluation of the campaign so that results are recognised within the organisation
- To develop creativity in communication
- To build confidence and mastery through personal coaching and advice.

## Who Should Attend?

---

This training seminar has been designed for PR practitioners / professionals and for senior professionals elsewhere in the organisation who want to use PR / communications tools to best effect in meeting business objectives.

This training seminar is also relevant to anyone likely to have responsibility for the delivery of PR Campaigns for their organisation but is relatively new to the concepts and practicalities of this facet of corporate communications.

- Middle and senior managers tasked with the direct delivery of campaigns or oversight of specialist sub-contractors
- Senior operational managers with responsibility for managing teams whose role includes PR Campaigns
- Senior managers up to Board level with responsibility for the strategic use of Public Relations

## Seminar Outline

---

### SESSION 1

#### Public Relations in Business

- An Overview of the Scope and Role of Public Relations in an Organisation

- Assessing Your PR Situation
- Setting Objectives to Meet Your Business Needs
- Planning Framework for Campaigns
- Costing a Campaign
- Writing Your Campaign Proposal

## **SESSION 2**

### **Setting Campaign Objectives and Themes**

- A Problem Solving Approach
- The Campaign Process and Communications Theory
- Translating Objectives into a Practical Campaign Concept
- Resource Allocation and Scheduling
- The Development of a Message House
- Storytelling and Creativity in Messaging

## **SESSION 3**

### **Choosing the Right Media Mix**

- Identifying your Target Publics
- Assessing What Your Stakeholders Think of You
- Choosing the Right Media for the Right Audience
- News and Feature Generation
- Is it a story – What's in it for the media?
- Events, Invitations and Press Releases.

## **SESSION 4**

### **Social Media and Influence**

- Involving Your “in-house” Media
- Using Photography and Video
- Social Media in Campaigns
- Using Influencers and Testimonials
- The Role of the Corporate Website
- Crisis Management and Contingencies.

## **SESSION 5**

### **Evaluation and the Planning Cycle**

- Building the In-house Campaigns Team
- Assessing and Managing Performance
- Buying in Help – *What to look for and getting the best results?*
- Evaluating Campaigns
- Campaign Reporting
- Personal Action Planning.

### **Agenda at a Glance**

This one day event will run as follows:

- 0800-0830 – Networking and Registration
- 0900-1030 – Session One
- 1030-1100 – Morning Tea
- 1100-1230 – Session Two
- 1230-1330 – Lunch Break
- 1330-1500 – Session Three

- 1500-1530 – Afternoon Tea
- 1530-1700 – Q & A Session

### **Trainers and Speakers' Profile**

Speakers for the Seminar are leading experts and professionals in the field of PR, public administration and management, public and corporate affairs, regulatory reforms and enforcement. Also, key business leaders such as Board Chairmen and senior executives and professionals from both public and private sectors, including business and management consultants will be invited to address delegates and participants at the event.

### **Eligibility**

The Programme is designed for current PR practitioners and aspiring PR managers; next generation PR leaders, high potential PR managers and other senior PR executives with strategic and PR responsibilities. Applicants to the PR training seminar should meet the following criteria:

- A university degree, diploma or qualification in any discipline
- Good command of English
- At least three years of full-time work experience in PR or communication management role
- Endorsement by your current employer of your participation in the programme is strongly encouraged

### **Delegates Registration and Participation Costs**

Delegates Registration from MDAs, NGOs and corporates cover tax. However, registration excludes insurance, bank charges, travel and accommodation expenses for foreign delegates. For more on programme, please contact: Mrs. Jeneba Jalloh-Sesay at [info@africanconsultingcorp.com](mailto:info@africanconsultingcorp.com).

### **Pricing Structure and Costs**

The pricing structure of the Seminar for both public and private sector delegates includes:

- ✓ Company/Corporate Entity: Le 2,000,000.00 per person
- ✓ Public Institution or Agency: Le2,000,000.00 per person
- ✓ Non-profit/NGO, Academia: Le2,000,000.00 per person

### **Discount on Delegates Registration**

There is a 10% discount delegation registration for six or more delegates from the same institution.

Payments can be made either by bank transfer or cheque in the name of **African Consulting Ltd**. For registration and enquiries, please email us at [info@africanconsultingcorp.com](mailto:info@africanconsultingcorp.com).

### **Delegate package and Entitlement includes:**

- ✓ Access to all registered program sessions;
- ✓ Access to course materials, including bags, brochures, note pads, pens, name tags, etc.;
- ✓ Access to participation certificate and gifts;
- ✓ Access to photos free of charge (post event);
- ✓ Access to interactive networking sessions;
- ✓ Access to networking lunch and refreshment, including two tea/coffee breaks;
- ✓ Access to speaker presentations – post-event (pending speaker approval).

## **Participants' Certification**

At the end of this year's event, all registered delegates or participants will receive an **"Attendance Certificate"** testifying that they participated in the Effective Public Relations Seminar 2020.

## **Conference Documentation**

If you cannot make it to the conference, you can still access all presentations delivered throughout the conference day for just Le1,000,000, post event. Contact us on 078-415-579 for further details.

### **Note:**

- Fees includes all course instruction and course materials, refreshments, lunch, and networking dinner at the start of the programme.
- The seminar will be conducted at the Radisson Hotel in Aberdeen, Freetown.
- Certificate of Achievement will be awarded upon successful completion of the workshop.

## **Cancellation policy**

Full payment must be made prior to the programme. Registered participants will be liable for the full fee even in the event the Seminar is cancelled.

Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least (7) working days before the programme and subject to ACG's Academy's approval. A 10% administrative fee will be imposed for any cancellation or deferment received less than (5) working days before the seminar.

**ACG reserves the right to amend, postpone or cancel the programme due to unforeseen circumstances.**

Please view full terms and conditions online at [www.africanconsultingcorp.com/cancellation](http://www.africanconsultingcorp.com/cancellation)

## **How to apply**

Applications to the Effective Public Relations Seminar are now open until Friday, 11<sup>th</sup> September.

**To register your delegation or participants, kindly complete the attached registration form and mail it to us together with your complete payment (cash or check) for the required number of delegates or participants.**

### **Contact us at:**

African Consulting Ltd.  
14 King Street, Congo Cross, Freetown  
Tel: 078-415-579 / 076-149-635  
Email: [info@africanconsultingcorp.com](mailto:info@africanconsultingcorp.com)