

# Public Relations Global Best Practices

28th May – 1st June 2018 at The Capital Hotel 20west Sandton Johannesburg South Africa

Book & pay before 7<sup>th</sup>  
May to get free  
airport pick & drop off

Latest Trends And Techniques In The Practice Of Modern Day Public Relations Including The Biggest Influencer In Today's Strategic Communications Planning – Digital And Social Media Strategies

## INTRODUCTION

The field of public relations has changed with the evolution of computers and the speed with which information can spread. However, the need for public relations to be clear, concise, and accurate while being completely appropriate for the situation has not changed however. In this comprehensive program, you will learn how to determine the type of information required, to approach PR strategically, create compelling releases, and manage your media relations.



South Africa Tel: +27 11 549 5668 | USA Tel: +1870-451-5480 or +1844-452-4414 | Mobile: +27 78 512 0481

Email: [info@oseasonsevents.co.za](mailto:info@oseasonsevents.co.za) | Address: Cedar Road, and Fourways Boulevard, Johannesburg, 2191

## Course Timings:

Registration will be at 08:00 on Day One. Course sessions will start promptly at 08:30 and end at 15:30. There will be two short breaks for refreshments and lunch will be served at 12:30 of each day's sessions

### Program Objectives:

- Organization of Press Conferences
- Organization of Official Visits
- Organization of Ceremonies Planning and managing PR campaigns
  - Measuring and evaluating PR
  - Stakeholder engagement
  - Practical public affairs
  - Reputation management
  - Risk issues management and crisis

### Who should attend:

- Protocol officers
- Travel offices
- Travel executives
- Public relations officers
- Public relations executives
- Public Relations researchers
- Those responsible for protocol, travel and accommodation
- Those in PR in public sector, private sector and not-for-profit organisations
- Those in PR at the national, regional and community level
- Those working for international, global or supranational organisations

## WORKSHOP OUTLINE

### Day 1

#### What is PR – Public Relations?

- Objectives and key elements of Public Relations
- Importance, benefits and challenges of Public Relations management
- How PR differs from marketing, advertising and sales
- Advantages and disadvantages of all PR options
- Importance of PR internally

#### PR channels

- Print media and its current and likely future role in PR
- Television and the impact it can have
- Radio - relying on voice only
- Mobile technology and increasing accessibility
- Social media and multi-media - growth, complexity and impact

#### Writing for all media

- What makes a good story?
- How to win and keep reader's attention
- Writing for print: marketing materials, news, features, editorial and letters
- Press releases which are published not ignored
- Writing effectively for electronic media

## Day 2

### **THE POWER OF COMMUNICATION**

- When Public Relations should be used
- Corporate identity and image: establishing a positive image and identity
- Becoming a neighbour of choice: external reputation management
- Leaders' role in managing communications

### **FROM THE INSIDE OUT: CRAFTING CONSISTENT MESSAGES**

- The expectations of employees and employers
- Understanding audiences: segmenting and prioritising
- Plotting the stakeholder communication journey
- Getting the message out to audiences
- Storytelling: creating an unfolding story people pay attention to
- Empowering employees through social media
- Steps for creating clear content that has impact
- Developing trust and credibility with senior leaders

### **RISKS AND THREATS: THEIR IDENTIFICATION AND MANAGEMENT**

- Planning for the unexpected
- Using communication activities to manage risk to reputation
- Repairing a damaged reputation
- Identifying opinion formers and influencers
- Engaging with key decision makers
- Principles for building sustainable relationships with decision makers and influencers
- VIP and political contact programmes
- Monitoring political activities

## Day 3

## **CORPORATE COMMUNICATIONS/PR IN THE CORPORATE MIX**

- Media Relations best practices
- Effective event management
- Developing a crisis management toolkit
- Hosting VIP visits
- Protocol in practice
- Financial PR activities and roles
- Multinational and global communication challenges

## **POWERFUL AND PERSUASIVE PLANNING**

- 10 stages of PR planning
- Using market research to plan PR activities
- Developing measurable objectives for activities
- Identifying core messages
- Developing practical communication toolkits
- Creating a schedule of PR activities
- Measuring outputs, outcomes and value

### **Day 4**

#### **TARGET MARKETS**

- Requirements of target audiences and stakeholders
- What are your competitors doing and how successfully?
- 15 different types of research to find out the answers
- Identifying the most appropriate way to reach your audiences
- Pitfalls to avoid on messages and content

#### **PR EVENTS AND ACTIVITIES**

- Organising, preparing for and delivering presentations
- Visits to your organisation by media and journalists
- Lobbying: advantages, risks and impact
- Sponsorship: maximising return on investment (ROI)
- Corporate social responsibility

#### **THE RIGHT DOCUMENTS, AT THE RIGHT TIME, IN THE RIGHT PLACE**

- Organising passports, processing visas and overcoming the complexities and problems
- Compliance with entry requirements and immigration rules
- Ensuring the health, safety and security of staff and visitors
- Booking tickets; timetables; time differences; holidays; cancellations

- Airport procedures, requirements and duties

## **DAY 5**

### **ACCOMMODATION AND INTERNATIONAL TRAVEL REQUIREMENTS**

- Factors to choose and book the most appropriate hotel and rooms
- Customer and protocol requirements; preferred hotels list; change in plans; families
- Car transport; tolls; parking; rental; security; motorcades
- Meeting the demands of business travel: payment methods and exchange rates
- Methods to research all possible options and prioritise the best

### **EXHIBITIONS, CONFERENCES, VISITS AND EVENTS - NATIONALLY AND INTERNATIONALLY**

- Planning and organising events, conferences and visits
- Organising, exhibiting at or attending exhibitions
- Trade visits and the protocol for them
- Greeting foreign dignitaries, flying flags correctly and meeting expectations
- Order of precedence for official ceremonies

# Registration Form

PLEASE COMPLETE THIS FORM AND EMAIL BACK TO [INFO@OSEASONSEVENTS.CO.ZA](mailto:INFO@OSEASONSEVENTS.CO.ZA) TO SUCCESSFULLY COMPLETE YOUR BOOKING

Company Name \_\_\_\_\_ Country \_\_\_\_\_

Tel Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(This booking is not valid without a signature)

## DELEGATES DETAILS (PLEASE FILL IN USING BLOCK CAPITALS)

### 1st Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

### 2nd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

### 3rd Delegate Details:

Title	Surname	First Name
Job Title	Email (required)	Telephone

## AUTHORIZATION

Title	Surname	First Name
Job Title	Email (required)	Telephone

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(This booking is not valid without a signature)

## TERMS AND CONDITIONS

**1. Payment Terms:** On the return of the registration form, full payment is required within 10 working days. Payment must be received prior to the conference date O-Seasons Events reserves the right to refuse entry into the conference should full payment not have been received prior to this date. Cancellation will be charged under the term set out below. **2. Cancellations, No shows & Substitutions:** Cancellations received in writing more than 21 days prior to the event being held carry a 50% cancellation fee. Should cancellations be received between 21 days and the date of the event, the full conference fee is payable and non-refundable. Non-payment or non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered, however, substitutes at no extra charge are welcome. **3. Alterations to advertised package:** O-Seasons Events reserves the right to alter this programme without notice or penalty and in such situations no refunds or part-refunds or alternative offer will be made. Should O-Seasons Events permanently cancel an event, for any reason whatsoever, the Client shall be provided a credit of the equivalent amount paid towards the cancelled event. In the case of a postponed or cancelled event, O-Seasons Events will not be responsible for covering airfare, accommodation, or other travel cost incurred by Clients. **4. Copyright:** All intellectual property rights in the materials distributed by O-Seasons Events in connection with this event are expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

Booking Number: JP900

## Conference Fees

Please select your options by ticking the boxes below

<input type="checkbox"/>	Conference and Workshop (5 days)	\$ 2,500
<input type="checkbox"/>	Airport Transfer (both ways)	\$ 100
<input type="checkbox"/>	Accommodation Per Night	\$ 115
<input type="checkbox"/>	Optional Tour	\$ 130

## Bank Details

**Name of account:** O-Seasons Events (PTY) LTD  
**Registration Number:** 2012/060287/07  
**Bank:** The Standard Bank of SA Ltd  
**Branch code:** 001255  
**Branch Name:** Rivonia  
**Account Number:** 370463854  
**Type of acc:** Business Cheque  
**Swift code:** SBZAZAJJ

South Africa Tel: +27 11 549 5668 | USA Tel: +1870-451-5480

Mobile: +27 78 512 0481 | Email: [info@oseasonsevents.co.za](mailto:info@oseasonsevents.co.za)