

# PR Boot Camp

Two full-day Workshops to help you

Get ahead in Public Relations

**Venue: Chamber House, Royal Show Grounds, PMB**

**Dates: Tuesday June 4 and 11**

**Times: 8.30 – 16.30**

**Who should attend?**

SME managers, entrepreneurs, NGO and public service personnel and individuals who want to communicate more effectively with key stakeholders, build good relationships and enhancing their reputation.

## Objectives

To develop an understanding of how stakeholder relations can build a company's brand and reputation through a strategy of targeted messages and actions.

To inform and enable participants in the following aspects of corporate communication:

- Public Relations in a changing world
- Corporate culture, identity, brand, image and reputation
- Communicating strategically with internal and external stakeholders
- Implementing Specialised PR tools and techniques.

The purpose of the *Boot Camp*-type workshop is to get participants to engage intensively and interactively with information, applying it to their own organisations. Facilitator, Desiray Viney, guides participants through the process of analysing their company situations; planning and strategizing PR activities; and implementing techniques relevant to their own scenarios.

It is based on the *experiential learning* model of using and sharing information to facilitate understanding and retention. Hence, participants can return to the workplace more competent to contribute to the organisation's PR plans and actions.

## Assignments and Assessment

There is a compulsory assignment for each workshop which will be assessed. Only those participants who attend both the workshops and complete the assignments will receive a certificate of completion. The course is aligned to specific SAQA unit standards.

## Cost

Each workshop costs R1, 500 per participant. This includes the Workbook and refreshments.

The cost of attending both workshops is R 2, 800 per participant – a saving of R200 – if paid in advance. Two or more participants from one company save 5%.

Ideally, participants should attend both workshops, however, each workshop is also offered as a stand-alone.

## *PR Boot Camp* Workshop Schedule

Date	Workshop Title	Topics covered
Tuesday, 4 June 8.30 – 16.30	What's up? Who cares? Why should we? Who are you? Do you care? Why?	Development, Role & function of PR  Identifying Publics  The importance of a strategy and Setting goals  Corporate culture, identity, image and reputation
Tuesday, 11 June 8.30 – 16.30	Say what? Do what? How? Why? So what? What else?	How do you communicate and behave with your publics?  Developing messages for relevant publics to improve relations

## Contact

Desiray Viney at REAL Communication Consulting:

Cel: 082 875 7194 Fax: 086 648 9895 Email: [dviney@realcommunications.co.za](mailto:dviney@realcommunications.co.za)

Visit [www.realcommunications.co.za](http://www.realcommunications.co.za)

## ABOUT THE FACILITATORS

**Desiray Viney**, Director of REAL Communication Consulting, is a seasoned workshop facilitator. She holds a masters degree in Communication and Media Studies and an honours degree in Applied Linguistics, specialising in teaching English as a second language. She has over 25 years' experience in the field of communication and media as a journalist, a mediator, mentor and teacher. For eight years before establishing her own consultancy, she lectured in Communication, Media and Cultural Studies and developed from scratch the Corporate Communications courses at the University of KwaZulu-Natal, Pietermaritzburg. Desiray also organised the Community Engagement and Student Learning (CESL) initiative whereby the Media Department engaged with local businesses, NGOs and communities, to share their knowledge, and providing opportunities for students to contribute to building skills in local communities and to use their own skills in the workplace.

Desiray is passionate about skills development as a means to reduce unemployment, maintaining, "Creating jobs is not just about getting work, it's about doing work with skill and aspiration."

Mo Mochesela, while studying for his an honours degree in Marketing at UKZN, was identified as a young man with huge potential and was recruited first as a tutor and then as a junior lecturer in Media Studies and Marketing. Over the past three years he has acquired effective workshop facilitation skills and experience. His particular strength is classroom management and he has emerged as a positive role model for students. REAL Communication Consulting is pleased to have Mo on board. He and Desiray complement each other's expertise and methods, working collaboratively to offer the very best in training services.



## COMMUNICATION CONSULTING

RESEARCH EDUCATE ANALYSE LIAISE & LEAD

Offering a values-based, goal-driven and customised advisory and training service in communication and relevant skills development to individuals, small businesses, NGOs and other groups. Because we believe that appropriate education and training forms the bedrock of all business and social operations, we undertake all our actions with deliberation, responsibility and collaboration.

### OUR VISION

Building a society that really communicates and works better

### OUR MISSION

To offer individuals, businesses and leaders values-driven advice on communication for building relationships that enhance their reputations and improve society.

H47 Private Bag X9118, Pietermaritzburg 3200

Cel: 082 875 7194 Fax: 086 648 9895 Email: [dviney@realcommunications.co.za](mailto:dviney@realcommunications.co.za)

[www.realcommunications.co.za](http://www.realcommunications.co.za)