

Public Relations Boot Camp

In these comprehensive workshops you will learn important information and skills to assist you and your business to strategically plan to build relationships with your publics or stakeholders. Understanding public relations in a wider context rather than simply in terms of publicity and events, and leveraging all opportunities to engage with your stakeholders, will give you the competitive edge, as well as enhance your corporate reputation.

What will participants learn?

- ✓ Strategic approach to PR
- ✓ The concepts of corporate culture and Identity
- ✓ Building Corporate Image and Reputation
- ✓ Improving Stakeholder relations
- ✓ The use PR Techniques and tools

What Topics are covered?

- ✓ Role, function and approaches to PR
- ✓ Planning PR messages and activities
- ✓ Mission Statement & Values
- ✓ Corporate Identity & Brand
- ✓ The Media and PR

Pre-Registration Information Yes! I would like to attend <i>PR Boot Camp!</i> Sign me up for the following workshop 04 June 11 June (circle your choice) Workshops run from 8.30 – 16:30 Special Offer! Each workshop costs R 900. If you attend BOTH you pay R 1 600 in advance.	Your Information Name: _____ Position: _____ Organisation: _____ Tel/Cell: _____ Email Add: _____
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Payment to: **REAL Communication Consulting (Pty) Ltd - ABSA Bank - Code 632005 - Account No 928 292 3716**

Please send proof of payment with the completed form.

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