



THE MANAGEMENT SCHOOL LONDON

July 19, 2017

■ **London Strategic Public Relations Seminar**
■ **Strategic Government Public Relations and Communication Management Workshop**

@ Chartered Institute of Public Relations, London
16th- 20th October, 2017

Dear Sir,

- **London Strategic Public Relations Seminar**
@ Chartered Institute of Public Relations, London - 16th - 20th October 2017
- **Strategic Government Public Relations and Communication Management Workshop**
@ Chartered Institute of Public Relations, London - 16th - 20th October 2017

We are pleased to invite you and your colleagues to attend the forthcoming London Strategic Public Relations Seminar, or The Strategic Government Public Relations and Communication Management Workshop which will be held at the Chartered Institute of Public Relations, London from 16th - 20th October 2017.

The London Strategic Public Relations Seminar consists of a comprehensive programme of lectures, case studies and practical workshops, which will prove invaluable to anyone involved in public relations practice. During the one week seminar a whole range of public relations functions will be covered. The speakers represent some of the very best talents in public relations today, which includes senior executives from some of the world's leading public relations companies and consultancies.

The Strategic Government Public Relations and Communication Management Workshop is designed for Government Officials and their agencies. The focus for the Workshop is how to leverage Public Relations for the efficient management of Government. It covers all aspects of Strategic Public Relations Practice in Government.

Organisations sending delegates on any of the Workshops will benefit through:

- Giving executives a wider understanding of the latest thinking in Strategic Public Relations Practice.
- Developing and Sharpening skills in key Strategic and Tactical disciplines.
- Exposing managers to new ideas and providing them with vital professional stimulation.
- Helping Senior Managers develop professionally.

Intended for those with direct responsibility for directing and executing public relations programmes in Government and their agencies, Local Government, companies, banks, government parastatals, Manufacturing & service sector, Oil & Gas companies and consultancies. The workshop is an excellent opportunity to extend and renew your experience in all aspects of strategic public relations practice and to bring you up to date with the latest thinking and practices. It will also provide an opportunity to become acquainted with fellow professionals from around the globe.

The fee for the workshop is £2,950 and you can book your place by completing and returning the registration form in the enclosed brochure or by visiting our website at www.themanagementschool.com
ALL BOOKINGS ARE PREPAID.

I very much hope you will be able to join us.

Yours faithfully,

Andy Green

Workshop Director,
The Management School London

The Management School London

Tel: +44 (0)7815884525, +44 (0) 7579662112

E-mail: themanagementschool4@gmail.com,



THE MANAGEMENT SCHOOL LONDON





LONDON STRATEGIC PUBLIC RELATIONS SEMINAR

(INTERNATIONAL PUBLIC RELATIONS MANAGEMENT SEMINAR)
 @CHARTERED INSTITUTE OF PUBLIC RELATIONS, LONDON
 16th - 20th October, 2017

Develop a deeper and wider understanding of the latest thinking in public relations practice, strategies and techniques and how they can adapt them to meet their own needs.

Provide Public Relations Executive accelerated personal learning curves, interpersonal and team working skills and assist them to develop mentoring and counselling skills.

Broaden professional Public Relations and management experience, instill the principles of 'client' service in a management and organisational context.

Develop a deeper and wider understanding of the latest thinking in public relations practice, strategies and techniques and how they can adapt them to meet their own needs.

Facilitate the acquisition of Public Relations & Communications Skills, knowledge and insights into benchmarking public relations activities and outcomes to internationally accepted Standards.

Certificates of attendance will be given to all delegates so that they can claim appropriate credits in respect of continuing professional development (CPD) requirements and personal development plans.

STRATEGIC GOVERNMENT PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT WORKSHOP

(THE SENIOR GOVERNMENT PUBLIC RELATIONS AND COMMUNICATION WORKSHOP)
 @CHARTERED INSTITUTE OF PUBLIC RELATIONS, LONDON
 16th - 20th October, 2017

* Government Operating Environment and Public Relations and Communication Challenges and Key Issues

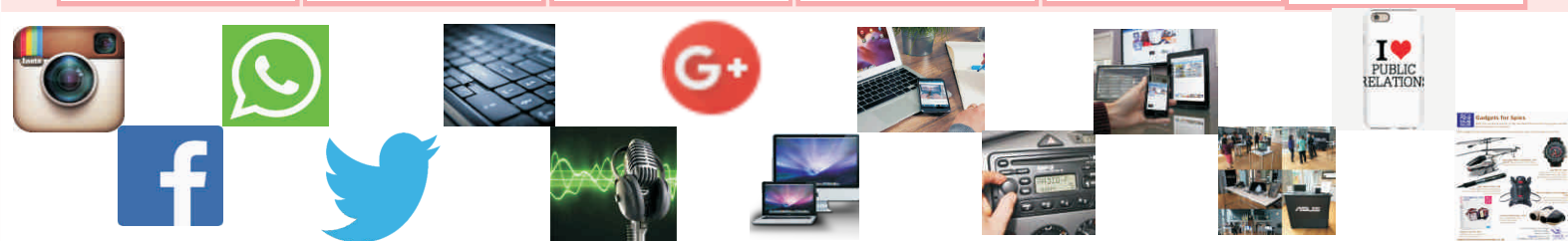
* Public Relations Research and Evaluation for Governments.
 * Reputation Risk and Crisis Management for Government

* Strategic Public Relations for Government Agencies.
 * Marketing Communication for Government

* Government Restructuring and Organisational Development:
 The Challenges of Public Relations and Communication

* Investment Promotion for Government.
 * Managing the Government Brand.
 * Issues and Crisis Management.

* Managing Government Stakeholders.
 * Leadership in Public Relations.
 * Online Public Relations.
 * Diplomatic Public Relations.



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 E-mail: themanagementschool4@gmail.com

The Management School London - The Global Pace Setter in Quality Human Resource Development & Learning

LONDON STRATEGIC PUBLIC RELATIONS SEMINAR

(INTERNATIONAL PUBLIC RELATIONS MANAGEMENT SEMINAR)

@ CHARTERED INSTITUTE OF PUBLIC RELATIONS, LONDON - 16TH - 20TH OCTOBER, 2017

Introduction

The London Strategic Public Relations Seminar in London will be the focal point for professional public relations managers from around the world from 16th to 20th October, 2017. Some of the world's leading international public relations practitioners, academics and experts in corporate and brand communication and management will come together as the faculty for a programme of lectures, case studies, practical workshops and personal development opportunities.

Each of them will focus on best practice in strategic public relations management practice. The seminar will provide an insight into the very latest thinking, techniques and tools needed for effective public relations operations and management to international standards.

This year, delegates will have the opportunity to develop their own programme project - providing the opportunity to generate fresh solutions for an existing public relations issue or of devising programmes to meet future needs.

Review By Seminar Director

Globalisation and information technology have increased the challenges for professional public relations and public affairs managers working in different parts of the world. This year's London Strategic Public Relations Seminar has been structured so as to provide every participant with the opportunity to increase their personal management experience, enhance their personal and professional skills and benchmark themselves and their organisations to global standards.

This year's workshop is essential for those in Government & private sectors with continuous personal and professional development programmes for their management team.

Seminar Objectives

Every element of the London Strategic Public Relations Seminar for 2017 has been designed to provide those attending with the highest quality international public relations learning experience.

The programme itself has been developed from the principles of international public relations articulated in 'Public Relations Education' - the IPRA Gold Paper 7 - updated and refined for the global market place and an internet enabled public relations world. Delegates successfully completing the programme will receive a certificate of attendance for their CPD (continuous personal/professional development) records.

Who Should Attend?

This is a programme designed specifically to enable senior public relations professionals working in the Public & Private sectors, to review, update and refresh their thinking and approach to their work and development. It is also an ideal programme for those general managers with responsibility for public relations and public affairs and those from other management disciplines who are broadening and developing their own management strengths.

Private and public sector organisations for whom international markets, global standards and issues are increasingly important and for whom public relations is an integral part of management this is an essential seminar for consideration.

The Benefits

Companies, Governments, Government Agencies, NGOs and public sector organisations sponsoring delegates to this year's London Strategic Public Relations seminar will:

- * Develop a deeper and wider understanding of the latest thinking in public relation practice, strategies and techniques and how they can adapt them to meet their own needs.
- * Expose Public Relations executives to new ideas and methodologies that can benefit their day to day work.
- * Provide Public Relations Executive accelerated personal learning curves, interpersonal and team working skills and assist them to develop mentoring and counselling skills.
- * Broaden professional Public Relations and management experience, instill the principles of 'client' service in a management and organisational context.
- * Facilitate the acquisition of Public Relations & Communications Skills knowledge and insights into benchmarking public relations activities and outcomes to internationally accepted Standards.
- * Certificates of attendance will be given to all delegates so that they can claim appropriate credits in respect of continuing professional development (CPD) requirements and personal development plans.

Seminar Content

The seminar provides an intensive programme in strategic Public Relations Management which covers the following topics through a mix of lectures, participative case studies, and practical project exercises.

International and global Public Relations Management today

- * Public relations in the global economy.
- * Economic, political, legal, social and technological environments.
- * International public relations practice development.
- * Strategic planning - global thinking -v- national implementation.
- * Language, culture, social and economic factors.

- * Creating and managing common standards.

Corporate Strategy and Public Relations

- * Corporate planning, strategy and tactics.
- * Public relations practice and strategic management
- * Managing change.
- * Corporate image and culture.

Strategic Public Relations Management and Planning

- * Public relations planning, implementation and evaluation.
- * Short, medium and long term planning.
- * Managing and developing the public relations team.
- * Creativity in public relations.

Managing the Media

- * Media relations and technology.
- * Press conferences, facility visits and receptions.
- * Electronic and broadcast media.
- * Audio visual production, films and visual aids.

Research and Evaluation

- * The place of research in public relations.
- * Public relations research techniques.
- * Modern methods of media evaluation.
- * Public opinion polling and investigation.

Integrated Marketing Communications

- * Role of public relations in marketing.
- * Protecting and promoting brands.
- * Exploiting exhibitions and trade fairs.
- * Conferences and meetings.
- * Making the most of Sponsorship investment.

Employee Relations and Internal Communications

- * Employee relations.
- * Internal communications.
- * House journals (internal & external).

Community Relations

- * Corporate philanthropy.
- * Community relations policy and strategy.
- * Corporate Social Responsibility.

Online Public Relations

- * E-Public Relations
- * E-Media
- * Digital communication
- * Social media strategy

Financial Public Relations

- * Public relations in corporate fund raising.
- * Financial/investor relations.
- * Reporting to shareholders and stakeholders.

Government Relations and Public Affairs

- * Public affairs strategy.
- * Issues and crisis management.
- * National and international lobbying.
- * NGOs and pressure groups.

Public Relations in Action

- * Public relations case analysis and practical work.
- * Case study based syndicate group work.
- * Role play crisis communication and media relations management.
- * Writing for public relations; news releases, feature articles, speeches and presentation scripts, broadcast and electronic media.
- * Personal project development.

Public Relations for Government

- * Analysis of Government Public Relations problems (Political, Economical and Social).
- * Setting Government Public Relations objectives and developing Government Public Relations plan.
- * The stakeholders of Government: the citizens, Human rights group, the media, Political parties, the academia and students.

Seminar Fee: The fee for each one week seminar is £2,950 (Two thousand nine hundred and fifty pounds sterling) per participant.

The Fee Covers the following:

- seminar design and delivery
- seminar materials in CD
- Lunch for participants and consultants on seminar days
- Seminar bags and Jotters
- Case study and syndicate work
- Seminar room and equipment

ALL BOOKINGS ARE PREPAID. Payment should be by bankers draft, made out in favour of The Management School London and sent to: **Andy Green,**

Seminar Director, The Management School London,

E-mail: themanagementschool4@gmail.com

Introduction

The Management School London has pleasure in inviting your officials to attend the Strategic Government Public Relations and Communication Management workshop to be held at the Chartered Institute of Public relations London from 16th – 20th October, 2017.

The Strategic Government Public Relations and Communication Management workshop is designed for ALL Government officials especially those responsible for Public Relations and Communication in government. Other Government officials will find the workshop very rewarding. The focus of the workshop is on how to leverage Public Relations and Communication to enhance the efficient management of Government. The workshop will examine Government Public Relations practice in National, State Government Agencies and Local Government and their challenges. The use of Public Relations research, strategic planning and evaluation to monitor stakeholders' expectations and measure return on investment in Government Public Relations. The workshop will examine Reputation risk exposure of Government and its Agencies and how to prevent and minimise risk. Integrated Marketing Communication for State and Local Government management. The workshop content includes investment promotion, tourism promotion and the marketing of Government services. A key area to be examined is organizational Development and Reform in Government management and the support expected from Public Relations and Communication in change management.

Who Should Attend?

- * Permanent Secretaries responsible for Government Information and Communication Management
- * Directors and Deputy Directors of Information in Government and Government agencies, Public Relations and Communication of Government agencies.
- * Chief Press Secretaries in Government
- * Heads and Deputy Heads of Government Information Departments Senior Public Relations Officials
- * Public Relations and Communication Officials in Central, State and Local Governments.
- * State Government liaison officers
- * Officials of Government Ministry of Information & Communication
- * Heads and Senior Public Relations Officers of Parliament, House of Representatives, Senate and House of Assembly
- * Public Relations Officials of Ministries
- * Heads, Deputy Heads and Senior Communication and Marketing Communication Officers in Central, State and Local Governments
- * Directors of Protocol, Deputy, Principals, Senior Protocol Officers in Governments
- * Local Government Public Relations Officials

Workshop Content

Government Operating Environment and Public Relations and Communication Challenges and Key Issues

- * Analysis of Government operating environment
- * Key issues requiring Public Relations & communication response
- * Leveraging Government policies with Public Relations and Communication best practice

Public Relations Research and Evaluation for Governments

- * The effective use of research in Government PR practice
- * Types of research in Government

- * Research methodology

Reputation Risk and Crisis Management for Government

- * Definition of risk
- * Risk assessment and analysis
- * Risk options and control
- * Reputation risk
- * Issues & crisis management

Strategic Public Relations for Government Agencies

- * Strategic Public Relations Services for Government Agencies

Marketing Communication for Government

- * Marketing Government Services
- * Integrated marketing communication for Government

Government Restructuring and Organisational Development:

The Challenges of Public Relations and Communication

- * Organizational development and reform of Government
- * Communicating change in Government

The Chief Government Press Secretaries Roles

- * Strategies for excellent media relations
- * The Press Secretary & Social media

Investment Promotion for Government

- * Investment promotion strategy for Government
- * Helping Government to attract investors

Managing the Government Brand

- * The brand story and internal communication

Managing Government Stakeholders

- * Managing media
- * Managing the Government Community

Issues and Crisis Management

- * Issues and Crisis Management Process

Diplomatic Public Relations

- * Public Relations for Foreign Missions

The Protocol Management Function

- * Strategies for effective management of the Protocol function

Online Public Relations

- * Managing Online Public Relations
- * Social media strategy

Leadership in Public Relations

- * Action Centred Leadership

Workshop Fee:

The workshop fee for each one week Course is £2,950 (Two thousand nine hundred and fifty pounds sterling) per participant.

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Workshop Director,

The Management School London,

E-mail: themanagementschool4@gmail.com

Tel: +44 (0) 781 588 4525, +44 (0) 757 966 21 12

The Management School London

In order to enable us to process your registration quickly and accurately, please fill in ALL SECTIONS of this registration form in BLOCK CAPITALS and BLACK INK
FEEL FREE TO MAKE COPIES OF THIS FORM TO NOMINATE AS MANY DELEGATES AS YOU MAY WISH.



REGISTRATION FORM

Workshop Title & Ref. Number

Name of Sponsoring Organisation

Workshop Date: DD / MM / YY

Full Address Of The Organisation

Telephone Number:

Fax:

Email:

Delegate

1. Surname: _____ Full First Name _____

2. Surname: _____ Full First Name _____

3. Surname: _____ Full First Name _____

4. Surname: _____ Full First Name _____

5. Surname: _____ Full First Name _____

6. Surname: _____ Full First Name _____

7. Surname: _____ Full First Name _____

8. Surname: _____ Full First Name _____

9. Surname: _____ Full First Name _____

10. Surname: _____ Full First Name _____

Delegates Job Title (Please Specify)

Roles Within The Organisation: please give a clear concise description about your roles.

Based on this information, what topic do you most want to see covered from the course contents section: please specify:

Do You Have Any Special Dietary Requirements

YES

NO

Please Specify

SECTION TO BE FILLED BY NOMINATING OFFICER:

NAME OF NOMINATING OFFICER _____

SIGN _____ OFFICIAL STAMP _____

DATE _____

I HEREBY ENCLOSE A CHEQUE FOR (GBP) £ _____ BEING PAYMENT FOR _____ DELEGATE(S)

UPCOMING EVENTS

LONDON STRATEGIC HUMAN RESOURCE MANAGEMENT SEMINAR

@ CHARTERED INSTITUTE OF PUBLIC RELATIONS, LONDON

16th - 20th October, 2017

LONDON STRATEGIC PUBLIC RELATIONS MANAGEMENT SEMINAR

@ CHARTERED INSTITUTE OF PUBLIC RELATIONS, LONDON

16th - 20th October, 2017

CHIEF EXECUTIVES AND DIRECTORS

@ LA PALM ROYAL BEACH HOTEL, ACCRA, GHANA
25TH - 28TH SEPTEMBER, 2017

STRATEGIC PARLIAMENTARIANS DEVELOPMENT WORKSHOP IN MANAGEMENT AND LEADERSHIP

@ LA PALM ROYAL BEACH HOTEL, ACCRA, GHANA
25TH - 28TH SEPTEMBER, 2017

CHIEF EXECUTIVES AND DIRECTORS

@ ARABIAN COURTYARD HOTEL, DUBAI
4TH - 7TH DECEMBER, 2017

ADVANCED AUDITING WORKSHOP

@ HILTON LONDON METROPOLE, LONDON
23RD - 27TH OCTOBER, 2017

FINANCIAL MANAGEMENT WORKSHOP

@ HILTON LONDON METROPOLE, LONDON
23RD - 27TH OCTOBER, 2017

GOVERNMENT PUBLIC RELATIONS AND COMMUNICATIONS MANAGEMENT WORKSHOP

@ CHARTERED INSTITUTE OF PUBLIC RELATIONS, LONDON

16TH - 20TH OCTOBER, 2017

MANAGEMENT ACCOUNTING WORKSHOP

@ HILTON LONDON METROPOLE, LONDON
23RD - 27TH OCTOBER, 2017

PROCUREMENT MANAGEMENT WORKSHOP

@ HILTON LONDON METROPOLE, LONDON
23RD - 27TH OCTOBER, 2017

INTERNATIONAL ACCOUNTING AND REPORTING STANDARDS WORKSHOP (IFRS) AND IAS PROGRAMME

@ HILTON LONDON METROPOLE, LONDON
23RD - 27TH OCTOBER, 2017