

# alfran uk Limited

*developing international markets*

## PR – GETTING MEDIA COVERAGE

Three day interactive workshop on 'media relations and working with the media' with individual and group exercises to help you to learn the skills you need to plan and manage your projects successfully every time.

The delegate pack will include course notes, relevant templates, checklists and case studies.

### Who should attend?

- People with little experience of handling the media
- People who are intending to start a press campaign soon
- People who need to learn how to deal with the media quickly
- People who need to know how to effectively prepare press campaigns

### Objectives

- To learn the most important media and PR techniques
- To gain practical experience of applying these main techniques
- To develop your confidence in your ability to plan and manage the media

<b>INTRODUCTION TO PR &amp; MEDIA RELATIONS</b>	<ul style="list-style-type: none"> <li>• What is meant by PR</li> <li>• Defining Media Relations</li> <li>• The PR manager's role</li> <li>• Types of media</li> </ul>
<b>WHAT ARE YOUR MEDIA CAMPAIGN GOALS?</b>	<ul style="list-style-type: none"> <li>• Defining your Campaign</li> <li>• The campaign's purpose statement</li> <li>• Specifying your campaign's objectives</li> <li>• Marking the boundaries</li> <li>• Working within limitations</li> </ul>
<b>IDENTIFYING AND MANAGING STAKEHOLDERS</b>	<ul style="list-style-type: none"> <li>• Understanding your campaign's audiences</li> <li>• Identifying the drivers, supporters and observers in your audience</li> <li>• Understanding expectations</li> </ul>
<b>PROJECT PLANNING &amp; PERFORMANCE</b>	<ul style="list-style-type: none"> <li>• Scheduling and resource planning</li> <li>• Defining roles and responsibilities</li> <li>• Assigning work to team members</li> <li>• Work breakdown structure</li> <li>• Capturing key project performance data</li> <li>• Reporting procedures</li> </ul>
<b>MEETING DEADLINES</b>	<ul style="list-style-type: none"> <li>• Project's network diagram</li> <li>• Developing your schedule</li> <li>• Estimating activity duration</li> <li>• Displaying your schedule</li> </ul>
<b>PREPARING A BUDGET</b>	<ul style="list-style-type: none"> <li>• Planning for non-personnel resources</li> <li>• Project costs and budgets</li> <li>• Developing your project budget</li> </ul>
<b>RISK &amp; RISK MANAGEMENT</b>	<ul style="list-style-type: none"> <li>• Defining risk and risk management</li> <li>• Recognizing risk factors</li> <li>• Identifying, assessing and managing risks</li> <li>• Developing a risk-management strategy</li> <li>• Preparing a risk-management plan</li> </ul>
<b>TRACKING PROGRESS &amp; MAINTAINING CONTROL</b>	<ul style="list-style-type: none"> <li>• Project control</li> </ul>

	<ul style="list-style-type: none"> <li>• Establishing project management information systems</li> <li>• Monitoring schedule performance</li> <li>• Monitoring work effort</li> <li>• Monitoring expenditures</li> <li>• Responding to change requests</li> </ul>
<b>COMMUNICATION</b>	<ul style="list-style-type: none"> <li>• Project communications</li> <li>• Written reports</li> <li>• Holding key project meetings</li> <li>• Progress reviews</li> </ul>
<b>CAMPAIGN CLOSURE</b>	<ul style="list-style-type: none"> <li>• Planning for successful campaign closure</li> <li>• The remaining administrative issues</li> <li>• The post-campaign evaluation</li> </ul>