



## Public Relations Boot Camp

### Select Your Learning Style

**Facilitator-led 2 Day Program (Classroom)**

**OR**

**eLearning format (Self-paced)**

**Please refer to Pricing Page for cost per participant**

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. In this comprehensive course, you will learn how to determine the type of information required, to approach PR strategically, create compelling releases, and manage your media relations.

#### What Will Participants Learn?

- ✓ Apply the different purposes to strategic vs. tactical PR
- ✓ Design a PR strategy
- ✓ Develop strong relationships with reporters and journalists
- ✓ Take their communication skills to a higher level

#### What Topics are Covered?

- ✓ Public relations
- ✓ Building your PR plan
- ✓ Structuring messages
- ✓ Establishing media guidelines
- ✓ Managing the media
- ✓ The press release
- ✓ PR and the crisis
- ✓ Social media and public relations

#### What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator-Led
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion

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