



# CERTIFIED PUBLIC RELATIONS MANAGER [CPRM]

PITMAN

Mirqab-Shuhada Str.-Souk Alsafat-3<sup>rd</sup> Floor



## PUBLIC RELATIONS



## **IPM HISTORY:**

INSTITUTE OF PROFESSIONAL MANAGERS was created Five years ago as a private initiative designed to offer postgraduate training programs in the field of business administration and senior management in the United Arab Emirates, Qatar, the Arab Republic of Egypt & The launching of a group known professors and experts in the field of training and education in the Middle East IPM Has been established for cooperation with major universities, colleges and business schools and associations specializing in professional certification in the business administration

## **INTRODUCTION:**

PR and Communications are at the heart of business performance. Modern methods, tools and channels have greatly increased the speed in which communications can be experienced, from local to global. In this program you will learn:

- The tools and techniques required to manage reputation in a complex media environment.
- How to manage knowledge within the business for effective media management?
- How to shape external perceptions of your organization by first class corporate internal communications?
- How to develop a strategic approach and a clear plan of action?

## **SEMINAR OBJECTIVES:**

Those attending will be able to:

- Know and be able to explain the activities now expected to get the • To set Corporate Affairs in strategic anticipatory and effective context.
- To develop an understanding of stakeholder programs for regular focused communication.
- Examine the development of Corporate Affairs tools.
- Understanding the development of strategy/plans/tactics and coordinating these.
- Evaluation and the use of research

## **WHO SHOULD ATTEND?**

- Public Relations professionals.
- Other key personnel in the organization whose work involves contact and interaction with internal/external public.
- Also beneficial to personnel who wish to learn how to use communication more effectively - possibly in the areas of personnel, marketing, sales, training and administration.

## **MDI CERTIFICATE FORMAT:**

A framed certificate of completion will be awarded to class members who attend at least 80% of the 40 training hours are granted by Management Development Institute through the College of Business Administration at Missouri State University.

## **TRAINING METHODOLOGY:**

Together with your fellow participants you bring a wide variety of experience and resources to the program. The course facilitator's role is to help you learn for yourself and to assist you as you make sense of new and very different changes in HR. Extensive use of case studies, group exercises and discussion will all contribute to your enjoyable learning experience.



## **DAY 1&2: INTRODUCTION AND WELCOME: THE POWER OF COMMUNICATION:**

- Introduction and welcome.
- Course programmed, design and options.
- Opening exercise: Goal setting.
- Corporate Affairs and Public Affairs approaches.
- Corporate identity and image.
- Corporate communications overview and strategy.
- External reputation management Communication as a change agent.
- Communication as goal for all managers.

## **DAY 3&4: FROM THE INSIDE OUT: CRAFTING CONSISTENT MESSAGES:**

- Internal communications.
- Family and friends as Stakeholder.
- Measuring emotional capital.
- Communications channels mapping and monitoring.
- Setting internal communications goals.
- New media for rapid interaction.
- Champions, opinion formers and incentivisation.
- The place of the company magazine/newsletter
- The multinational internal communications program.
- Commitment from internal decision makers.

## **DAY 5&6: RISKS AND THREATS: THEIR IDENTIFICATION AND MANAGEMENT:**

- Single issue politics.
- Special interest groups.
- Whistleblowers and the rules of disclosure.
- External opinion formers.
- Cause related PR and core values.
- Campaigns, their design and planning.
- A crisis management toolkit.
- Stakeholder interest inventories.
- Opinion former networks.

## **DAY 7&8: CORPORATE AFFAIR/PR IN THE CORPORATE MIX:**

- PR in the communications mix.
- PR in the marketing mix.
- Direct response PR.
- Financial PR.
- PR and strategy.
- Brand PR.
- Persuasion measurement techniques.
- Integrating PR/Communications and marketing plans.
- The art of leveraging.
- Corporate affairs and customer relations.

## **DAY 9&10: POWERFUL AND PERSUASIVE ACTION PLANNING:**

- Measurement of performance: bottom line impact.
- Translating strategy to tactics.
- Horizons for PR and corporate affairs development.
- Tools and Techniques summary: a tactical inventory.
- Recruiting allies: a networking approach.
- Justifying the plan and convincing top management.
- Making the most of other disciplines to maximize results.
- Individual and group consultancy.
- Further sources of help and information.

## ABOUT IPM EXAMS

### IPM COURSES PRE-REQUISITE:

#### BACHELOR DEGREE IN ANY FIELDS

- 3 Years experience
- Copy of CV
- Copy of university Certificate
- 2 Passport Pictures

#### FOR NON-BACHELOR HOLDER:

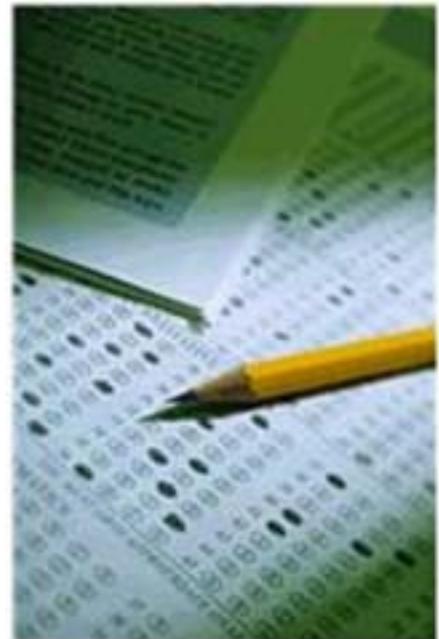
- Copy of CV
- 10 Years of experience

#### IPM MEMBERSHIP:

- Attend the 40 hours course training
- Pass the course exam

#### IPM EXAM:

- 40 Multiple Choose Question
- 1 Hour Duration



#### IMPORTANT NOTE:

Exam fees are included in the course fees, in case the delegate fail in the exam he/she can re-take the exam free of charge, if he/she fail again a fees of 200\$ should be paid, if he/she fail again training course should be re-taken before setting new date for the exam.

