

Communication Seminar 14 & 15 May 2009 Vienna

Training programme agenda (draft)

Day 1 Thursday 14 May 2009

Time	Duration	Topics covered		
08:30	01:00	Arrival, registrations, coffee, introductions		
09:30	00:30	Welcome: Markus Stradner CENTRAL		
10:00	01:30	*Session 1: The need for Public Relations Communications Overview of PR Strategy for all delegates		
11:30	00:15	Break		
11:45	01:15	Overview of PR Strategy - for all delegates		
13:00	01:00	Lunch		
		Workshops		
14:00	01:00	<ul style="list-style-type: none"> • Group A PR strategic action planning • Group B Media relations • Group C Event planning and management 		
15:00	00:15	Coffee break		
15:15	01:15	Workshops continued		
16:30	00:30	Day 1 sessions finish		

Day 2 Friday 15 May 2009

Time	Duration	Topics covered
		Workshops
09:00	02:15	<ul style="list-style-type: none"> • Group B PR strategic action planning • Group C Media relations • Group A Event planning and management
11:15	00:15	Break
		Workshops
11:30	01:00	<ul style="list-style-type: none"> • Group C PR strategic action planning • Group A Media relations • Group B Event planning and management
12:30	01:00	Luch
13:30	01:15	Workshops continued
14:45	00:15	Break
15:00	01:00	Plenary feedback, Q&A, reinforcement of learning points. Closing comments
16:00	00:00	End of seminar

Notes

i. Delegates will be sent a pre-course task to complete to start the process of thinking about communication strategic planning for their projects. They should bring this task to the workshop on PR strategy and planning.

ii. Session 1 is an overview of PR strategy and will be for all delegates in plenary and then in smaller groups.

iii. Groups: delegates will be put into three groups for the workshop sessions.

iv. Delegates will receive a communications guidebook which contains comprehensive notes on the session plus a wide range of advice and tools to help them in communications planning. This guidebook will also be made available on-line by CENTRAL.

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Session 1 for all delegates

An overview of PR Strategy and planning

- What is strategy and how does it work?
- The strategy planning process
- Defining messages and target audiences
- Selecting the most effective PR tactics
- Monitoring and evaluating your programme

Workshops

Workshop 1 PR Strategy and planning

Delegates will develop the skills and knowledge to create a communications strategy for their projects.

This will include:

- Defining messages and target audiences
- How to adapt communications to different target audiences
- The communications strategy action plan
- Formulating messages
- Selecting communication channels
- Identifying issues that can impact success
- How to build evaluation into the plan
- Measuring press coverage and other types of PR

Workshop 2 Media Relations

This session examines techniques used to pitch the story of these projects to the media in a very competitive media environment.

This will include:

- Building relationships with senior journalists and editors
- Securing coverage for something that might not initially seem newsworthy
- Creative techniques to catch the media's attention
- Learn what journalists consider news and how they want to work with PR practitioners

Workshop 3 Event planning and management

This session will cover how to plan and run a publicity event – whether for launch or for ongoing public relations.

This will include:

- Planning content that will be interesting and relevant for target audiences, while still communicating the important information about your project
- Developing clear and effective event messages and themes and ensure that they flow throughout the event
- Attracting, inviting and securing the attendance of high-profile speakers and delegates
- Promoting project activities and messages throughout the event management cycle
- Using your event as a tool to promote the value and importance of a project, such as generating media interest