



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>CHANGE MANAGEMENT</b>
Date	<b>26 July, 2018</b>
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**Change management is about understanding the business dynamics of an organisation which needs to or is forced to change and the behaviors of people during such times of change. The ongoing organisational changes have shown how traumatic change can be to an organisation. Management ably assisted by public relations professionals have a responsibility to efficiently manage this trauma and ensure organisation's strategic stakeholder adapts and thrives.**



Public relations professionals involved in change management are required to have the know-how of what to do to get an organisation from where it is currently to the place where it ought to be within a given time frame.

Real practical business and people related issues are discussed and advised on during this highly practical and relevant Continuous Professional Development master class.

### The content of this presentation addresses:

- Understand why organisations change and its inevitability
- Understand the effects of organisational change, both beneficial and destructive
- Understand the role of transformation, restructuring and strategy
- Understand how to achieve practical change against the backdrop of empirical change models
- Master the art of stakeholder engagement, segmentation and communication writing creative headlines and captions
- Making the transition from print to web writing creatively

## About the facilitator

Victor Sibeko is a Chartered Public Relations Practitioner (CPRP); Fellow of the Public Relations Institute of Southern Africa (FPRISA) and recently bestowed Ambassador-at-Large. As a former president of PRISA, he served for several years in the presidency. Prior to his presidency he served in various committees including the PRISA Council responsible for the profession's code of conduct and ethics as well as practice standards. A sought after speaker on various strategic management subject matters. He has spoken at conferences within Southern Africa, and abroad.

He is an astute entrepreneur and freelance consultant and Public Relations & Communication Management professional. Sibeko is enthusiastic about strategic management and has established himself as an accomplished public relations professional, lecturer for ProVox Centre for Public Relations & Communication Management students and corporate training. He also facilitates PRISA CPD workshops. Sibeko's professional goals include continuous growth in leadership and strategic management. He aspires to develop real world class solutions for real world class challenges in public relations and communication management. He has a wealth of experience in diverse organisations, worked for both private sector and state owned enterprises.

<b>Duration:</b>	<b>1 Day</b>
<b>CPD Points:</b>	<b>7.5</b>
<b>*Early bird PRISA Member:</b>	<b>R2420.00</b>
<b>Late PRISA member:</b>	<b>R2670.00</b>
<b>*Early bird non-member:</b>	<b>R2950.00</b>
<b>Late non-member:</b>	<b>R3210.00</b>
<b>PRISA registered student:</b>	<b>R1400.00</b>
Accommodation NOT included in any of the fees Fees subject to change	



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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

**\*Early bird: Book and pay before 26 June 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262