

COURSE OUTLINE

Course	DIGITAL STRATEGY FOR PR AND COMMUNICATION
Date	2 & 3 July, 2018
Venue	TBC, Gauteng
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

The disruptive, organic and rapidly changing environment of communication technologies provide many challenges for digital public relations teams to remain relevant, authentic and engaging. In a noisy, fragmented and cluttered online environment where anyone is a publisher, public relations, branding and reputation management strategies are becoming more agile, collaborative and measurable. Increasingly, digital public relations teams are faced with an online environment where erratic consumer attitudes typically range from being highly critical to being passionately in love with their favourite brands. In addition, a large fraction of consumers remain passive lurkers on social networks. As a result, the ability to achieve business return on investment for money spent on digital strategies requires highly competent and skilled public relations teams.



The two-day workshop seeks to equip delegates with the necessary tools to address the strategic challenges facing digital public relations teams. The practical workshop is suitable for anyone who aspires to enhance their skills in digital marketing, content marketing, social media management and online reputation management.

Topics include the following:

- How to address the challenges and trends in a rapidly changing digital environment
- How to write integrated digital strategies and identify metrics for measurable return on investment (ROI)
- How to compile content calendars for digital public relations and marketing strategies that support business and brand objectives
- Optimising storytelling and brand resonance in the converged media space using relevant and authentic paid, owned and earned media

- The strategic use of influencer marketing and co-creation in brand communities
- Online reputation management and proactively mitigating reputational risks, social media backlashes and other potential online crises
- Reflecting on case studies in best practise, both locally and internationally.

About our facilitator

Helena van Wyk is currently lecturing at Monash South Africa in the School of Communication and Media. She is also involved with the Honours part time program at Vega Brand School.

She has completed the four-year communication degree in 1991 at the then Potchefstroom University (University of North West) and in 2012 my Master degree in Communication and Media studies at the University of Johannesburg (Thesis: The agenda setting function of the 'Jester's Space': Zapiro's Lady Justice cartoons).

Helena is currently enrolled for my PhD at Unisa – Provisional title: A conceptual framework for political brand persona within social media from a narrative brand perspective. She has been working for the more than twenty years in the communication field.

Helena has always had a keen interest in the media world and has worked for a number of years as a publicist. Helena's career experience ranges from community communication to the corporate environment and she has always been involved in the training sector.

Duration:	2 Days
CPD Points:	15
*Early bird PRISA Member:	R4800.00
Late PRISA member:	R5030.00
*Early bird non-member:	R5320.00
Late non-member:	R5600.00
PRISA registered student:	R2720.00
Accommodation NOT included in any of the fees Fees subject to change	



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***Early bird: Book and pay before 3 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 or 011 326 1262