



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	EFFECTIVE PUBLIC RELATIONS PLANNING
Date	1 August, 2018
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

The planning of a public relations programme is vital for a company's reputation.

A plan helps you to ensure that your public relations programmes are right for the company and its stakeholders. It forces you to consider the "what" and the "how" of your actions - the desired end result as well as the way in which it is to be achieved. You become proactive in order to secure your goal against undesired influence and unforeseen change.



Planning a public relations programme with set deliverables forces you to become analytical. That alone is something corporate management will take note of and respond to.

Planning can empower you to think strategically as it forces you to analyse, integrate, consider alternatives, reflect and think in terms of results and initiatives instead of tasks.

This workshop will focus on integrated public relations planning following the PRISA model. A case study will be used to demonstrate the various steps and workshop attendants will have an opportunity to practice the skills.

Outcomes

- Conducting a comprehensive situation analysis to inform the programme
- Developing measurable objectives to address challenges and opportunities
- Identifying the relevant stakeholders and compiling messages
- Integrating activities to the set objectives
- Planning evaluation methods to assess if objectives have been achieved

About the facilitator

Jan Snyman APR is a lecturer, public relations professional and owner of his own consultancy, Jan Snyman & Associates. He has over 40 years experience in training and education and thirty years in public relations, stakeholder relations and strategic corporate communication.

With a BA(Hons) from the University of Stellenbosch and a diploma in higher education, Jan also holds the internationally recognised Accredited in Public Relations (APR) designation.

He has worked at the South African Ministry of Information, Sasol and Absa Commercial Bank (for over 20 years). Jan has also lectured on various aspects of public relations at a variety of institutions. These include: University of Pretoria, Boston City Campus and Varsity College - where he still lectures.

He has been involved with PRISA as a part time facilitator for many years and when not contributing his knowledge, skills and experience to his students and clients, Jan can be found on the course enjoying a relaxing round of golf.



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

***Early bird: Book and pay before 1 July 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.


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