



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>MEASUREMENT AND EVALUATION</b>
Date	<b>19 October, 2018</b>
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

Measuring the results of your communication goes beyond output; it's about the impact of your communication efforts. In addition, measurement enables you to address your communication plans in real time, and implement risk mitigation strategies if necessary. Monitoring and evaluation is a critical step in determining the success of your internal and external communication efforts, and is the only way to report success to business.



Now an integral part of management reporting, the focus on outcomes is growing in importance, and few companies accept non-empirical assessments. Public Relations and Communication Management Professionals need to plan goals and objectives upfront, and then demonstrate tangible ROI from the implementation of the approved strategies.

### What will you learn?

This 1-day workshop provides communication professionals with the skills and approach needed to measure performance as well as a platform to discuss, review and assess their current tools and techniques. The session will also review best practice and share current global measurement standards.

Participants also get to discuss and learn how to:

- Integrate performance measurement principles into communication strategies
- Assess constructive and agile communication measurement techniques
- Create performance indicators into strategic planning and implementation
- Understand the tools available to measure communication in a 360-degree approach internally and externally.

## About our facilitator

**Daniel Munslow**, CPRP, is the owner and founder of MCC Consulting; a director on the International Association of Business Communicators' International Executive Board for the 2016/18 term; Vice President for IABC Africa (2016/18), and was the 2014/16 IABC Africa Regional Chairperson. He sits on the 2017 Holmes Report Advisory panel.

Daniel has 15 years' experience in business communication consulting, branding, and media; and has worked across multiple industries in numerous African countries as well as in the Middle East, the US, Europe, and AsiaPac.

He specialises in strategic communication and stakeholder engagement, crisis communication, measurement and evaluation, and skills development for senior communication practitioners and business leaders for a global client base.

Daniel has worked in banking and financial services, energy, aviation, retail, mining, healthcare and pharma, motoring, media, paper and pulp, medical, telecommunications, tertiary education, and for the United Nations.



<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	

**\*Early bird: Book and pay before 19 September 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  
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