



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	STAKEHOLDER RELATIONSHIP MANAGEMENT
Date	20 & 21 August, 2018
Region	Gauteng
Venue	48 Queens Road, Bryanton
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

Good stakeholder relationships are one of the key tools in achieving strategic organisational goals. These relationships form the basis for building social capital and can take you and your organisation to new heights. As public relations professionals, developing an effective stakeholder relationship management strategy within a company is an invaluable skill because it will maximise the value that each stakeholder carries.



Before this can be done however, it is important to correctly identify what a stakeholder is and pinpoint where they fit into the overall equation. It is also important to know how to effectively operate in both external and internal environments to create favourable relationships. Understanding the various concepts relevant to the discipline of stakeholder relationship management allows for a thorough and comprehensive stakeholder relationship management strategy to be drawn up.

The workshop will focus on the following:

- Defining stakeholders
- What stakeholder relationship management is
- Stakeholder mapping
- Linking stakeholders to current organisational issues
- Risk management with regard to stakeholders
- Drawing up a stakeholder relationship management strategy.

Once the above is understood you will be ready to engage and implement the most important aspects of stakeholder relationship management. It will ensure that you are better equipped to plan and implement public relations and communication strategies by applying the stakeholder

governance principles as set out in the King IV Report on Corporate Governance. This workshop will therefore assist you to manage your relationships with stakeholders in a more structured and inclusive manner.

About the facilitator

Dr Irma Meyer, sole proprietor of Executive Engagements, is responsible for corporate communication strategies within the specialist field of internal communication and brand engagement. She holds a Doctorate degree in Communication from the University of South Africa and has a special interest in leadership communication, stakeholder relationship management and internal communication. She developed a metamodern stakeholder relationship model for non-profit organisations for her doctorate thesis.



In 2009 her Master's degree dissertation was published as a book with the title of *The significance of the CEO's Internal Communication Programme – the impact of CEO communication on employee commitment levels*. Irma started her career in South Africa at a local newspaper, The Potchefstroom Herald, after completing her BA Communication Degree at the University of Potchefstroom. Within two years she was promoted to news editor before she was headhunted by Volkskas Bank's Public Relations department (now part of the Absa Group). Irma worked for the Absa Group, one of the largest financial institutions in Africa, for 18 years where she gained valuable experience in the field of Corporate Communication. She was ultimately responsible for the Public Relations programme of the Executive Directors and subsequently all the corporate communication strategies, incentive programmes, networking tours and events initiated by them. She also headed up the Events Management department for a number of years where she specialised in the project management of international networking and incentive tours.

She runs her own Corporate Communication Consultancy, Executive Engagements, and lectured part-time at the University of Johannesburg. Currently she lectures and facilitates workshops for the Public Relations Institute of Southern Africa. She is a module manager for three Business Communication subjects at the IMM Graduate School of Marketing and acts as examiner and moderator for the IMM Graduate School of Marketing. She is also the chairperson for its plagiarism appeal hearings.

Previous clients include the Absa Group, Callie and Monique Strydom Trust, Nallie Bosman, Linden High School, Avroy Shlain, MBD Credit Solutions, City of Johannesburg through *abc Consultants*, Telkom, Cresta Hospitality Holdings through *Interbrand Sampson Inside*, Clover and Bizmod through Marketing that Works, Petra Diamonds through PRISA and the Steve Tswhele Municipal District.

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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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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***Early bird: Book and pay before 21 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.

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