



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

|              |  |
|--------------|--|
| Course       | <b>STAKEHOLDER RELATIONSHIP MANAGEMENT</b> |
| Date         | <b>20 &amp; 21 August, 2018</b>            |
| Region       | Western Cape                               |
| Venue        | Kolping Guest House                        |
| 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

Alice King is an accomplished Public Relations Practitioner and Communications professional with over 15 years of experience in the industry. She has developed strategic communication plans, managed special projects and events, as well as hosting of other communications activities. Alice is an Accredited Public Relations Practitioner (APR) and member of the Public Relations Institute of South Africa (PRISA).

Alice is a competent Facilitator and Assessor, having ETDQA (Education Training and Quality Assurance) endorsement. She was also awarded a Competent Communicator certificate by Toastmasters International.



Her career experience includes Marketing and Communications portfolios in tourism, transport, water and healthcare sectors. As a communications strategist Alice participates in various conferences and she provides training in communication and customer care. She has also operated on a freelance basis and as a consultant has provided strategic communication and public relations services to clients and helped them with branding and special events. Alice provides services as an image consultant to individuals and corporates.

Formal training in Project Management has provided her with a solid foundation for her lead role in the Events that she has managed, as well as Stakeholder Engagement and Special Projects. Her Stakeholder Management involvement and experience covers a broad spectrum and she has had extensive engagement in government liaison and crisis communication which includes media management and taking on the role of spokesperson.

In her current portfolio as Manager; Doctor Relations in the private health sector, she manages a broad range of Public Relations & Marketing functions which include Referral Management, Practice Establishment & Development, Doctor Recruitment, Stakeholder Management and Events Management. She facilitates communication and has also created an online social media discussion group for doctors and healthcare practitioners.

Her qualifications include a Public Relations Certificate from Damelin (PRISA), Postgraduate Certificate in Management Studies from MANCOSA (BCUC – Buckinghamshire Chilterns University College and Certificate in Image Consulting. She also holds a Project Management Diploma from Varsity College School of Business.

Alice is actively involved in Community Outreach with a focus on disadvantaged communities. She has undertaken fundraising projects, sourced donations and sponsorships and has also organized Health Awareness Campaigns for such communities and provided support in the setting up of a resource centre.

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

**\*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.*



**P R I S A**  
Public Relations &  
Communication Management  
ESTABLISHED 1957

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

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