

# Media & Public Relations

Networking and public relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network.

## Modules

- Networking for success
  - Creating an Effective Introduction
  - Making a Great First Impression
  - Minimizing Nervousness
  - Using Business Cards Effectively
  - Remembering Names
- Manage “Meet and Great” opportunities
- Dressing for success
- Business Letters, Writing Proposals
- Setting SMART Goals
- Media Relations
- Television
- Web Presence, Blogs & the Internet
- Issues and Crisis Communication Planning
- Social Media
- Employee Communication
  - Verbal & Non-Verbal Communications
  - E-Mail Etiquette
  - Negotiation Skills
  - Making an Impact

## Learning Outcomes

The Media & Public Relations Workshop will enable the participants to gain knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning.



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## 2 Day Workshop

### Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### Wrapping up

- Case Study & Activities
- Words from the Wise
- Review of Parking Lot
- Lessons Learned