

TRAINING TITLE

PUBLIC RELATIONS & MEDIA SKILLS

TRAINING DURATION

5 Days

TRAINING VENUE AND DATES

ML038	Public Relations & Media skills	5	24-28 March, 2019	\$4,000	Abu Dhabi, UAE
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In any of the 5 star hotel. The exact venue will be informed soon.

TRAINING FEES

4,000 US\$ per participant includes Training Materials/Handouts, Tea/Coffee breaks, Refreshments and International Buffet Lunch.

TRAINING CERTIFICATE

DEFINE Management Consultancy & Training Certificate of course completion will be issued to all attendees.

TRAINING OVERVIEW

TRAINING INTRODUCTION

Interpersonal skills are the skills that open doors for discussions, business relation, and friendship. Those who master these skills can make people around them happy and willing to collaborate. This is skills require understanding some communication skills, Ways to talk, and knowledge of the different personalities of people.

In this course, Participants will be introduced to the basics of communication skills, and the effect of the words on different type of people. Participants will learn when to speak, and when to avoid speaking on sensitive subjects.

Participants will be encouraged to challenge ideas, and participate positively by sharing their thoughts.

TRAINING OBJECTIVES

Upon the successful completion of this course, participants will be able to:-

- Use Basic Communication skills
- Make their speech attractive to others
- Recognize Different personal types
- Perform based on Situations for considerations

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TRAINING METHODOLOGY:

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

All presentations are made in excellent colourful power point. Very useful Course Materials will be given.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work & Practical Exercises
- 20% Videos & General Discussions

WHO SHOULD ATTEND?

This course is for general audience. However, managers, leaders, professionals, and employee will be able to use directly in their day-to-day activities

DAILY COURSE OUTLINE

DAY 1

Basic Communication skills
Communication Models
Communication Approaches
Speaking to different audience

DAY 2

Public Relation – Don't Lie, but do not say the truth.
Interpersonal relationship
Communication Levels
Appropriate time to speak
When it is appropriate to speak
When it is not appropriate to speak

DAY 3

Selecting what to say for Media
The effect of Gender on your speech
The effect of Age on your speech
The effect of knowledge on your speech
The effect of Position o your speech

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DAY 4

Types of persons
Sensor/ action style
Thinker process style
Feeler/ people style
Intuaitor/Idea style

DAY 5

What to consider when you speak
When you should speak, or avoid speaking?
Considering the mode of the receiver when you speak
Considering situations when you speak
General review session

NOTE:

- Pre & Post Tests will be conducted
- Case Studies, Group Exercises, Group Discussions, Last Day Review & Assessments will be carried out.

Note: The Course Manual will contain the Handouts as reference book as well as the Presentation Slides which will be used during the Course and supported by the Handouts.



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