

Media And Public Relations Workshop

In this workshop, your participants will get knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media 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. The larger the scope the more people knows you and offers you opportunities.

Workshop Objectives:

- Network for success
- Manage “Meet and Great” opportunities
- Dress for success
- Write effectively
- Set goals
- Manage media relations
- Plan issue and crisis communication
- Use social media
- Deliver effective employee communication



For more information or to reserve your spot in this workshop, please contact:

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CLASS CONTENT

Module One: Getting Started

Workshop Objectives

Module Two: Networking for Success (I)

Creating an Effective Introduction

Making a Great First Impression

Module Three: Networking For Success (II)

Minimizing Nervousness

Using Business Cards Effectively

Remembering Names

Module Four: The Meet and Greet

The Three-Step Process

The Four Levels of Conversation

Case Study (I)

Case Study (II)

Module Five: Dressing for Success

The Meaning of Colors

Interpreting Common Dress Codes

Deciding What to Wear

Module Six: Writing

Business Letters

Writing Proposals

Reports

Executive Summaries

Module Seven: Setting Goals

Understanding Goals

SMART Goals

Helping Others with Goal Setting

Module Eight: Media Relations

Television

Print

Web Presence, Blogs & the Internet

Module Nine: Issues and Crisis

Communication Planning

Gauging the Impending Crisis Level

Providing Feedback and Insights

How Information Will be Distributed

Tracking the Overall Effect

Module Ten: Social Media (The PR Toolkit)

Blogs

Wikis

Podcasts

Social Bookmarks

RSS Feeds

Module Eleven: Employee

Communications

Verbal Communication

Non-Verbal Communication Skills (Body Language)

Email Etiquette

Negotiation Skills

Making an Impact

Module Twelve: Wrapping Up

Words from the Wise