

# Public Relations & Events Management Workshop



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## **ABOUT THIS WORKSHOP**

This workshop will help you gain a better understanding of public relations. Focusing on various aspects of public relations, you'll learn how to develop a PR strategy that actually returns value for your business, how to find the most enticing stories for the journalists and how to build relationships with them. You'll dig into the detail of pitching including practical dos and don'ts and how to maximize your chances of getting coverage. You'll also learn how other tactics can help - from speaking opportunities to events and stunts. You will practice these skills in-class with practical applications of what you've learned that you can take home and put into action immediately.

Whether it is a national conference, a specialist training session, a public meeting, or a local fundraiser, events are the public face of your organisation. This workshop offers a practical guide, and you will leave with a toolkit that will help you organize future activities with confidence and flair. The program looks at the power of events to build your organisation and promote its aims. You will explore the planning process, going step by step through the different elements, and along the way creating an effective timeline. You will look at how to get people to attend the event and how to manage the delegate process. You will look at finding the best venues, facilities, catering and treats. You will also learn how to evaluate your event, so that each time you are able to build on your success.

## **COURSE APPROACH**

An interactive teaching and learning methodology that encourages self-reflection and promotes independent and critical thinking is employed. The learning process is reinforced through the use of real world examples and practice questions to stimulate a critical and questioning approach by delegates. A high level of participation is encouraged to ensure that the conceptual knowledge acquired can be directly applied within the participant's workplace.

## **TAKEAWAYS**

You will learn:

- Introduction to basic principles and concepts of PR
- Group work and debates about what works in your organisation/industry
- Hands-on practical activities and analysis of examples from practice.
- How to build a strategic PR campaign to include other buzz worthy efforts like events and partnership opportunities
- Able to gain a clearer idea of where to go from here, for your business, product, and yourself and how to advance in the marketplace
- How to think like a publicist and run a campaign like one

## **TAKEAWAYS**

You will learn:

- How to create Templates for Events Planning
- How to create Templates for Events Budgeting
- How to create Templates for Equipment Needs
- How to create Templates for Terms of Reference of Committee Members
- How to create Templates for Events Risk Management
- How to create a Checklist for Disability Access
- How to create a Checklist for Events Emergency Planning
- How to create a Checklist for Infrastructure Inspection