

# MEDIA AND PUBLIC RELATIONS MANAGEMENT

Workshop

## Venues

Protea Hotel  
Wanderers, Illovo,  
Johannesburg,  
Republic Of South Africa

Mövenpick Hotel  
Jumeirah Lakes Towers  
Dubai  
United Arab Emirates



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## INTRODUCTION

Today's executives must be able to communicate effectively with a variety of audiences, including the media. That's why executives must know how to deal with today's media landscape and know how to navigate it. In media interviews – whether conveying good news about your company's performance, products, or services, or discussing a serious problem – executives need confidence and competence to succeed.

This section will provide executives with intensive practice – preparing them to perform effectively in a variety of situations: interviews, press briefings, news conferences, or “remote” (satellite) interviews. The sessions will provide practical insight into how journalists and news outlets use social media for their work and how public relations and communications professionals can engage with them on these platforms.

## ABOUT THIS WORKSHOP

In this workshop, participants will get the knowledge they need to effectively building strong relationships with journalists, broadcasters, bloggers and media influencers. You will learn to protect your reputation by providing accurate stories in the format your audiences want and importantly – when they want them.

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.

## SECTION 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 scenarios 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

The media relations training will:

- Outline what the media can and can't do for an organisation
- Provide participants with the framework for crafting messages that attract attention
- Give participants the skill to create a press release that stands out
- Prepare your group to speak with reporters and talk show hosts
- Offer guidance related to crises management
- We'll also examine ways in which to attract media attention - or to stop the media machine if necessary

## 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