

## **Professional Certified Media Relation Training Program**

- **Training Overview**

Good media relations help an organization build itself as an industry leader, shape its reputation, increase brand awareness, measure brand awareness and reputation, drive leads, and share news and information, you will gain the necessary skills and confidence to serve your organization in the role of media relations.

- **Training Objectives**

Upon completing this training successfully, participants will be empowered with the following:

- ✓ Complete knowledge and information on media relations
  - ✓ The necessary skill and confidence to successfully undertake roles and responsibilities related to media relations
  - ✓ The required knowledge, perspective, and awareness to filter all news and information that is to be published about the organization to preserve a positive image of the organization
  - ✓ Confidence and experience to maintain a good relationship with media personnel to control the type and content of news being published about the organization
  - ✓ The required knowledge and understanding to check all content of press releases and the like before they are published to the public
  - ✓ The overall skill set and capability to undertake senior critical roles in media relations and public affairs, thus contributing to branding growth, and success of the business while also demonstrating potential and fostering career growth and progression
  - ✓ Adequate experience and exposure to represent the organization as a spokesperson, keeping in mind and protecting the image and reputation of the organization
  - ✓ The awareness and maturity to balance transparency and the image of the organization by releasing information necessary to the public without jeopardizing the reputation of the organization
  - ✓ The confidence, experience, and capability to control information and news flow from the organization through the media to the public, keeping in mind the best interest of the organization and increasing avenues for lateral and vertical career growth and progression
- **Training Duration**
    - ✓ 5 days
  - **Training Audience**

- **Training Methodology**

- ✓ Lecturing
- ✓ Presentations
- ✓ Workshops
- ✓ Group Discussions
- ✓ Assignments

- **Training Outlines**

Day	Outlines
1	<ul style="list-style-type: none"> <li>• Overview of media relations</li> <li>• Definition of media relations</li> <li>• Types of media</li> <li>• Paid</li> <li>• Earned</li> <li>• Owned</li> <li>• Shared</li> <li>• Elements of effective media relations</li> <li>• Planning</li> <li>• Media tactics</li> <li>• Execution</li> <li>• Follow-up</li> </ul>
2	<ul style="list-style-type: none"> <li>• Importance of media relations</li> <li>• Become an industry leader</li> <li>• Build positive reputation</li> <li>• Increase and measure brand awareness</li> <li>• Drive qualified leads</li> <li>• Share news</li> </ul>

<p><b>3</b></p>	<ul style="list-style-type: none"> <li>• Challenges in media relations</li> <li>• Decline of traditional media</li> <li>• Media contacts influx</li> <li>• Working with unethical reporters</li> <li>• Faster turn-around-time expected</li> <li>• Managing client expectations</li> </ul>
<p><b>4</b></p>	<ul style="list-style-type: none"> <li>• Reasons for media outreach by organizations</li> <li>• Launch of new product/service</li> <li>• Initiation of new factories/offices</li> <li>• Financial results</li> <li>• Organization-sponsored events</li> <li>• Launch of organization promotion campaigns</li> <li>• Recent disasters, strikes or organizational closures</li> <li>• Awards/accolades for company</li> <li>• Visits for company dignitaries/celebrities</li> <li>• Involvement in local/community activities</li> <li>• Community engagement</li> </ul>
<p><b>5</b></p>	<ul style="list-style-type: none"> <li>• Government relations</li> <li>• Media communications</li> <li>• Issue management</li> <li>• Corporate and social responsibility</li> <li>• Information dissemination</li> <li>• Strategic communication advice</li> <li>• Challenges of reputation</li> <li>• Increase in government intervention</li> <li>• Client reputation</li> <li>• Grass-root engagement</li> <li>• Growth of data</li> </ul>