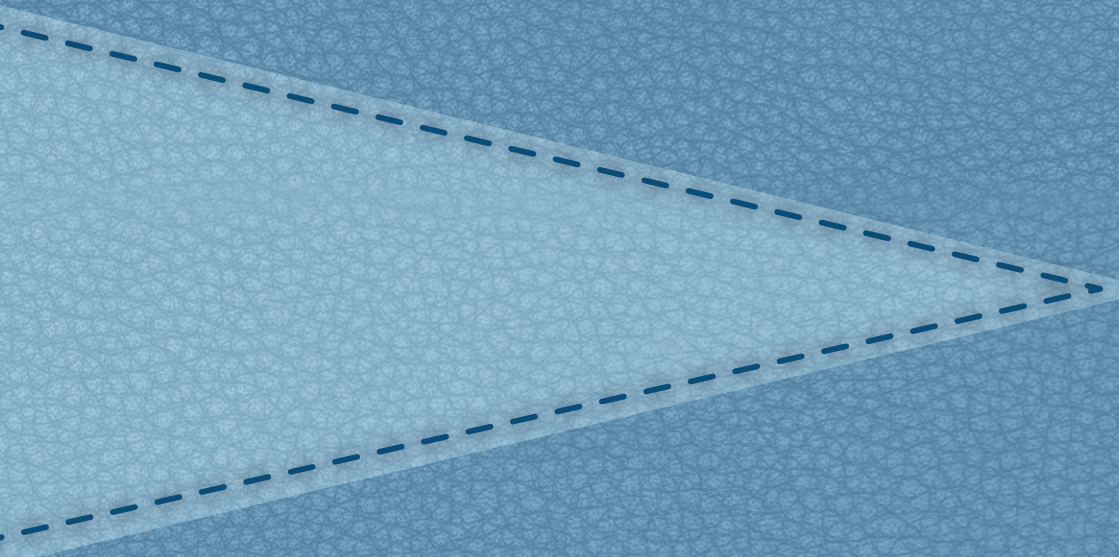


Bespoke

TRAINING

& COACHING



ABOUT PRCA

WHO

The Public Relations and Communications Association (PRCA) is the world's largest professional PR body. We represent more than 35,000 PR professionals in 70 countries worldwide. This includes many of the major consultancies in the UK, and currently has over 400 consultancy members from around the world including the majority of the top 150 UK consultancies. The PRCA also represents over 500 in-house teams, including many of Europe's leading corporations and UK public sector organisations, as well as hundreds of individual and freelance PR and communications practitioners.

WHERE

With offices in London, Singapore, Dubai, and Buenos Aires, we are a global advocate for excellence in public relations.

WHY

Our mission is to create a more professional, ethical, and prosperous PR industry. We champion - and enforce - professional standards in the UK and overseas through our Professional Charter and Code of Conduct. The Code compels members to adhere to the highest standards of ethical practice. We deliver exceptional training, authoritative industry data, and global networking and development opportunities. We also manage the International Communications Consultancy Organisation (ICCO), the umbrella body for 41 PR associations and 3,000 agencies across the world, and LG Comms - the UK's national body for authorities raising standards of local government communication.

Why Bespoke Training?

Tailored Content – Work directly with the trainer to develop a course that meets your team’s requirements, no matter how specific they might be.

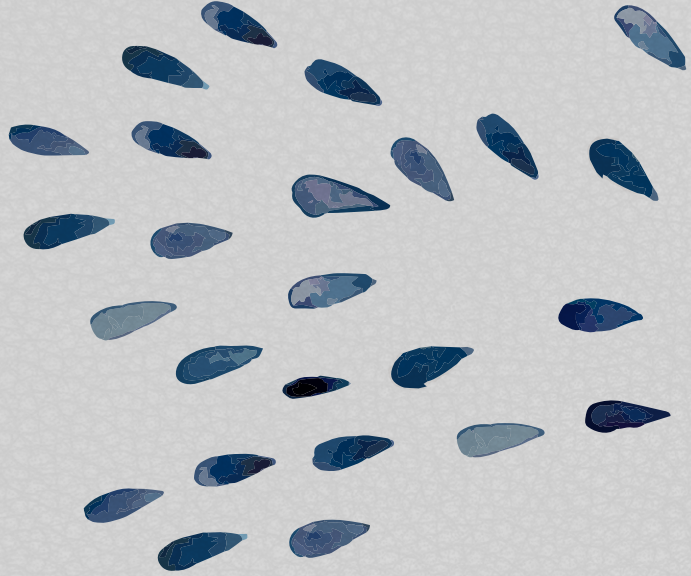
Confidential – The in-house nature of bespoke training means your team can talk frankly and openly about specific sensitive problems you face. Bespoke training gives you and your team an open dialogue with your trainer, both before, and up to six months after your session takes place.

Flexible – Bespoke training puts you in control. Hold the course at a time that works for you. Spread the training over a series of shorter intensive courses or opt for longer sessions.

Save time and money – Bringing a course in-house not only reduces the cost per delegate but also saves on travel expenses and time away from the office.

Teamwork and collaboration – Having an in-house training allows everyone in the team to get to know and understand each other better, as well as boosting team morale and sharing ideas.





01

RATES

Half day | Member: £1500+VAT

Full day | Member: £2500+VAT

Half day | Non-Member: £1800+VAT

Full day | Non-Member: £2800+VAT

02

WE'LL **CONNECT YOU** YOU TO THE TRAINER

so you can brief them on exactly what you want, and they will tailor the course based on your needs.

03

04

FOLLOW UP WITH A 6-MONTH POST TRAINING CONSULTANCY SESSION

to ensure you've maximised your learning experience.

05

DISCOVER

OUR **Bespoke**

TRAINING

options

CHOOSE THE COURSE

you'd like to tailor and decide on a full day or half day session.

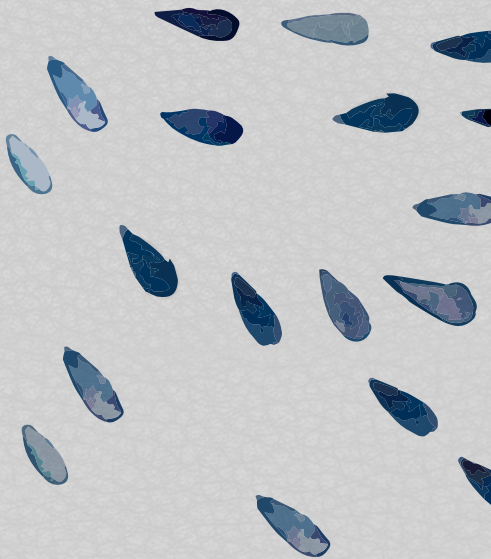
SEND THE DATE AND TIME

that works best for your team.

HAVE A FULLY

INTERACTIVE SESSION

allowing everyone to learn from each other, be creative, and learn a new skill.



OPTION 1

Choose an existing **PRCA** course and make it your own

Any of **the courses** we offer can be tailored to meet your specific needs on a date and at a location convenient for you.

Here are our most popular existing bespoke training sessions:

Becoming Confident & Assertive

After this course the team will be able to isolate exactly what stops them from being assertive in tricky circumstances and know how to prepare in advance so that they achieve better outcomes. They will feel more confident when dealing with your clients, managers, and peers because they'll be equipped with the knowledge and expertise to re-balance conversations and exchanges in their favour.

Client Management: A strategic guide to successful client relationships

Improve and develop your team's working relationships with each client so that they can concentrate on achieving results with the assurance that the account is running smoothly. This course shows you how to avoid conflict, disappointment and unmanaged expectations by applying a strategic framework and heading off problems before they blow up. After the course they'll know how to approach each of their client relationships to build mutual trust, get things moving, and create value so that cooperation becomes the norm.

Crisis Communications Management

Failure to prepare for a crisis nearly always results in reputational and financial loss. Conversely, organisations which are seen to do and say the right thing in a crisis enjoy reputational gains. This seminar uses real-life examples to describe how to anticipate potential crises, how to put systems and processes in place to deal with the unexpected, and how to react 'on the day'. It explains the key role of the media and how to win their approval. The seminar describes the importance of trained spokespeople and how to use rehearsals, simulations and practice to avoid panic. It also offers examples and statistics for use in persuading management to invest in crisis readiness.

Diversity & Inclusion for PR and Communications Managers

Everyone in our industry seems to be talking about diversity and inclusion at the moment. The questions we should be asking of ourselves are: Why now? Why has it taken so long for us to take D&I seriously?

In this full-day workshop, the trainer will walk attendees through the various elements that go into creating a diversity and inclusion framework for those working within a PR agency or in-house team.

Exemplary People Management

Effective people management is mission critical to the success of any communications business especially in an environment where talent is scarce. In-house teams and agency leaders alike must appreciate that ‘talent’ is their most valuable asset and therefore its management, support and development is of great importance. This course is designed for communications professionals (probably managers and above) who do or will soon be required to line manage members of their teams.

Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications

Many women in the Communications industry struggle with issues of ‘presence’ and ‘gravitas’. They feel undermined and judged by clients and (senior) colleagues. They struggle to get their point across in meetings, and fail to do themselves justice on conference calls, in presentations and pitches. And all the while, confidence and credibility are being eroded at an important phase in their career. During the session we unpick ‘gravitas’ and ‘presence’ so that your team can acquire practical tools to grow your own.

Honing your Copywriting Skills

Gone are the days when PR executives only wrote press releases, articles and case studies. Today’s professionals are also expected to write copy for the web, social media, blogs, newsletters, emailers and even sales and advertising materials.

Run by a professional copywriter, this interactive one day workshop uses discussions, examples, exercises, feedback and tricks of the trade to show your team how to write engaging and effective copy for almost anything.

Motivating and Leading PR and Communications Teams

This course aims to improve your team’s ability to manage their people by applying motivational techniques to the broad range of management activities covered in the course. Motivation is the key to success in every organisation and each of our management processes will be improved through the application of motivational techniques.

Planning a Strategic PR Campaign

This course is designed for senior executives and account managers and looks at how to structure a strategic PR campaign, how to plan a news narrative that can make the dull interesting and how to better manage budgets and timings.

Presentation Skills

Being able to deliver effective presentations is an absolute must for PR and communications executives, especially when presenting campaigns to colleagues and clients, or when pitching for new business. This interactive full-day course is aimed at executives who are new to making presentations or who want to improve their public speaking skills.

Project Management

Communications organisations – whether agency or in-house – are prioritising project management as a core competence for their teams. Why? People that have had project management training find using these disciplines, tools and skills drastically improved their project performance, minimised over-servicing and increased stakeholder satisfaction. This course is designed to provide your team with the knowledge, skills and confidence to manage any size project in a structured and professional manner.

Selling into the Media

The cornerstone of any PR and Communications campaign is gaining media coverage for your client's story. Yet pitching a story to a journalist is probably the single most daunting task in public relations practice. Add to this the sheer volume of stories being sold into the media every day and the task starts to look impossible.

This course helps consultants meet the challenge of pitching stories to the media successfully.

Writing Effective Press Releases

Show your team how to take a fresh view at press releases. They will learn how to compare what they're writing with what the media is looking for. Write more newsworthy headlines and opening paragraphs. Replace clichéd quotes with valuable commentary. And be more successful at getting their stories published.

OPTION 2

Choose from one of our bespoke training library sessions

On top of **our standard line-up**, the training sessions below have been specifically designed for in-house professionals.

Communication techniques for the online world

New working practices present new challenges, especially for those not accustomed to communicating remotely. They may now be expected to deliver a webinar, an e-learning or training workshop; they might need to remotely present a conference speech or take part in a panel discussion or pitch. They will certainly be running meetings and having one to one conversations to:

- Exchange or impart information
- Maintain human connection, build/sustain relationships
- Lead, motivate, inspire others
- Make decisions
- Build profile externally/internally

Becoming a Cohesive Team

This workshop designed for an entire team to take together. It is a sprint one-day version of the leading team building programme based on the work of Patrick Lencioni's international best seller The Five Dysfunctions of a Team.

It helps teams apply the Five Behaviours model of Trust, Conflict, Commitment, Accountability and Results to drive team effectiveness and productivity.

The programme uses Everything DiSC, a tool that helps build effective team communication and relationships, to help participants understand their individual DiSC style and discover how each style brings value to the team.

Creativity Post Lockdown

Post-Pandemic Creativity, is specially designed for communications and public relations teams to go forward with greater confidence, be better equipped and creatively savvier to succeed in these extraordinary times.

Managing Your Time Effectively

This interactive workshop will take you through the skills you need to manage your time and workload effectively. From creating a way to get the most important things done first, dealing with minor tasks that just won't go away, getting savvy with prioritisation and eliminating procrastination, you will leave the course armed with the tools you need to manage your time effectively and with confidence.

Media Training Surgery

Our media trainer will prepare detailed and challenging questions relevant to you. Following a theory session, you will take part in recorded press, radio and TV interviews in a working studio. You will receive detailed, constructive feedback after each interview. A messaging session will help you focus on key messages with help to deliver these with impact. The trainer will demonstrate good and bad practice from a library of broadcast interviews. You will also receive detailed personal feedback and be given a DVD of all your interviews.

New Business Workshop for Agency Management Teams

If you think your new business activity could be more successful, this workshop will give you some useful ideas. It's designed for management teams from single agencies so that delegates leave with a set of specific recommendations for their own firm's new business playbook.

Pitch Presentation

This bespoke training is for teams who are preparing for a pitch presentation. The emphasis is on three areas: answering the brief; bringing your ideas to life, and 'performance' (of the individuals and the team). Input can be given at any stage of the preparation process.

Team-building

How can you build teamwork, spark better collaborative skills during lockdown, and do something together that's inspiring, transformational and good fun? A workshop designed for in-house or agency teams.



OPTION 3

Build your own bespoke session from scratch

If you have a specific training requirement not already covered by us we are happy to design a course for you using our extensive pool of highly experienced trainers.

All you need to do is

[**CLICK HERE TO BUILD YOUR OWN BESPOKE.**](#)

Jayne Constantinis' workshop on 'Grow your own Gravitas' was inspirational, insightful and practical. I met with Jayne to agree the content of the session and she tweaked it based on the needs of the team. As a result the course was well matched to the skills we were looking to develop. Jayne is a wonderful teacher and I particularly liked her follow up communications – where she sent monthly emails with tips and videos to watch so that you could

retain what you'd learned at the course. Everyone who did the course also found it very practical as she provides tips that can be used as soon as you leave the classroom. If you or your team want to sharpen your impact as a communicator and presenter, Jayne's course is the one for you.

MET POLICE

During the pandemic, managing a team remotely can be extremely challenging. The PRCA worked with us to develop a bespoke session that gave managers

and leaders across out teams useful tools to be able to run their teams effectively. The course was given praise by all of its attendees, so much so that we booked an additional two session, so more of our managers could benefit from the training.

**GOVERNMENT DEPARTMENT
– MINISTRY OF JUSTICE**

The PRCA training team were able to support Copper in running a bespoke line management training course to combine elements from their regular scheduled course with additions relevant to Copper's requirements. Prior to the course we were able to have a 121 with the training provider to shape the course content and include bespoke elements to further support our internal messaging and processes. The training was professional and fun and provided the team with some really useful skills. We'll certainly be looking to arrange further bespoke courses alongside PRCA's usual schedule of events and training.

COPPER CONSULTANCY

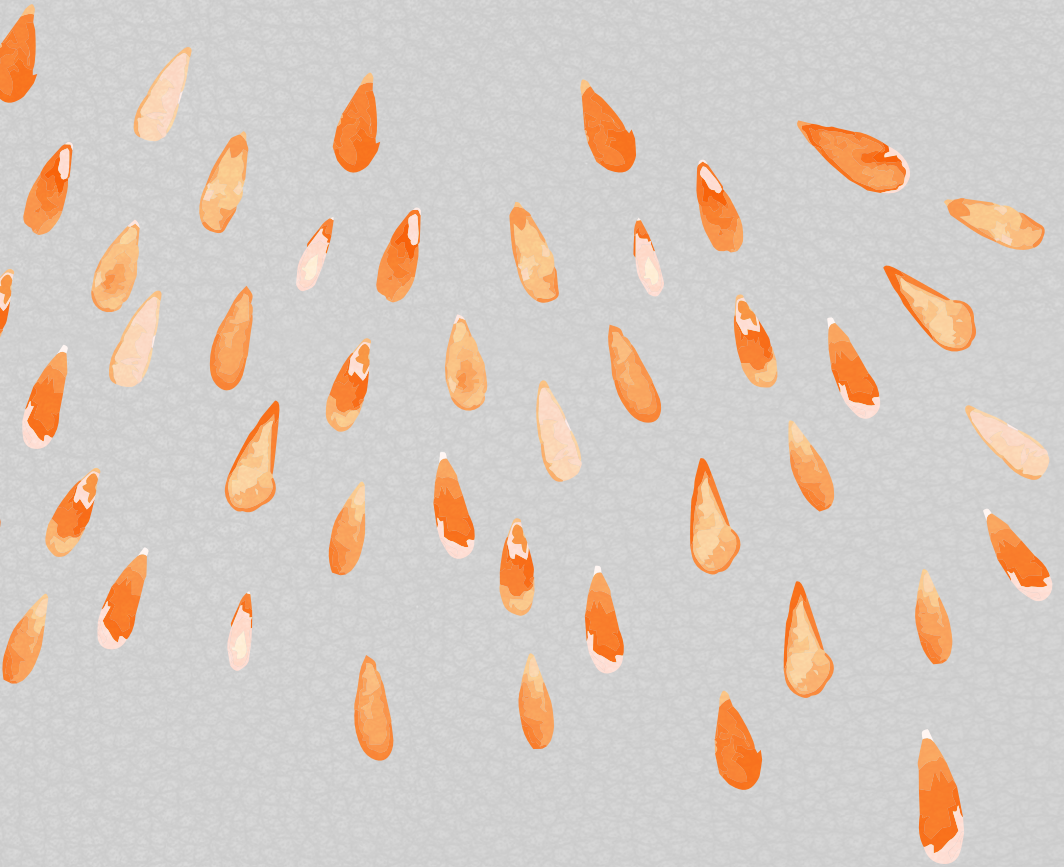
DISCOVER OUR BESPOKE COACHING OPTIONS



DISCOVER

OUR COACHING

----- options



Coaching and Sounding Board Session

Ellen Carroll MPRCA is an expert ear, a sounding board, your very own strategic public relations, communications and marketing auntie – lifting you, your skills and confidence up.

Providing mentoring, training and trusted advice and consultancy to public relations, communication and marketing practitioners, agencies and teams, Ellen shares her 22 years' experience and expertise to help you to overcome your challenges, feel supported, get better results or simply to be a guiding hand.

Each session is tailored specifically to you and her style of mentoring and advice is friendly, positive, inspiring and practical. Recent sessions have focused on issues such as imposter syndrome, feeling overwhelmed and out of your depth, PR and comms strategy, advice on going freelance and setting up as an independent consultant, research and thought leadership ideas, storytelling and messaging, advice on challenging briefs and media pitching.

Coaching for Managers

Sandra Buckle MPRCA is now a qualified coach, trainer and facilitator. Coaching gives account leaders the opportunity to take time out to think about how they want to behave as a manager so that they can get the best out of themselves and their teams.

It encourages them to focus on the strategic and longer term, find their own solutions to challenges and unblock barriers to success. Through supportive and probing questioning using a process that is all about empowering people to set and achieve new goals, managers will benefit from improved self-confidence and clarity about what steps to take to achieve positive change.

Coaching for Senior Leaders

Certified career coach, Alison O'Leary MPRCA, delivers tailored coaching programmes for senior leaders. The programmes are designed to help individuals overcome challenges, enhance performance and business contribution, and support career advancement.

Each programme consists of six coaching sessions via Skype that address individual needs, providing a confidential space to gain greater perspective and effect positive lasting change in various areas such as managing relationships, prioritising, influencing, building confidence and presence, influencing managing stress, delegating and team management and stretching potential.

Executive Coaching

Lindsay Patterson MPRCA is an executive coach with a background in Public Affairs. She started her career as a solicitor before moving into public affairs. Most recently, she was part of the senior leadership team at Interel, a global public affairs consultancy. She has also worked for the European Commission, the CCBE and the FCO. She is passionate about helping people to thrive at work and combines traditional coaching techniques with broad business experience to provide support which is tailored, practical and effective.

Coaching for Owners & Stakeholders

Iain Hunter Associates is an independent business improvement and growth consultancy. They work with owners, stakeholders and senior management teams in the PR, creative, marketing & sustainable development arena to increase business performance, results and value. Their background in owning and running agencies around the globe, and managing a broad range of client organisations positions them as the perfect, discreet, reliable partner for small, medium and large companies looking to build their business and their brand.

Rapid Impact Coaching

Emma Ewing MPRCA specialises in working with ambitious people who want to grow and who know they want to play a greater role in their own success, but are bumping up against obstacles along the way. She has a track record of helping PR & Communication professionals fulfil their potential, nurture their careers and create opportunities for themselves and their organisations.

WHAT NEXT?

For more information on Bespoke Training, contact the training team at:

☎ **+44 (0) 207 233 6026**

✉ **training@prca.org.uk**

MEET THE TEAM

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Talent and Development Director

Stephanie Umebuani MPRCA

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Iman Spearman MPRCA

Qualifications and Development Manager

Barbara Carletto MPRCA

Graphic Designer

Itty Alimi MPRCA

Talent and Development Manager



www.prca.org.uk/training