

PRCA Training

September 2017 - August 2018

INTRODUCTORY

INTERMEDIATE

ADVANCED

PERSONAL SKILLS

QUALIFICATIONS

BESPOKE

APPRENTICESHIPS



ICCO

INTERNATIONAL
COMMUNICATIONS
CONSULTANCY
ORGANISATION

The PRCA offers an all-encompassing array of 150 face-to-face, online, and bespoke courses, suitable for PR and communications practitioners at every level of the industry. With a structured programme of professionally-accredited qualifications, individuals can advance their careers and raise standards within the profession.

Our trainers are seasoned practitioners with real world and practical expertise, and deliver concise and invaluable advice to those looking to advance their careers.

There is something for everyone in this brochure, regardless of your work commitments or circumstances. It has been made with you in mind, so enjoy reading. We hope to welcome you to a PRCA professional development programme very soon.

Steffan Williams MPRCA
PRCA Chairman and Partner,
Newgate Communications



THREE POINT QUALITY PROMISE:

1. Trainers will be marked out of 10 by attendees on categories including: trainer knowledge, the content of the course, relevance of the case studies, and the overall experience of attending a session.
2. If any PRCA trainer scores below 8/10 twice in a year, the trainer's PRCA status will be reviewed.
3. The attendee will receive a free webinar course if they are not satisfied by the learning outcomes of the training – based on the course not meeting the description on the PRCA website and training brochure.

We are the only training provider to offer such a bold guarantee, and it reflects the confidence we have in our offering. Read what our trainers say about their training style at www.prca.org.uk/training/meet-the-trainers.

Visit www.prca.org.uk/training or email training@prca.org.uk

 @PRCAtraining  www.facebook.com/PRCATraining  PRCA Training



WELCOME TO PRCA TRAINING

WHO WE ARE

As part of its commitment to promoting all aspects of the PR and communications industry, the PRCA has developed an extensive programme of training courses, helping teams and individuals maximise the value they deliver to clients and organisations. With 152 courses now on offer, there is a PRCA training course suitable for those in every corner of the industry – whatever the stage of your career. All of our courses have a practical focus, meaning the skills, techniques, and best practice taught in our sessions can be used with immediate effect upon returning to work.

WHAT WE OFFER

Face-to-Face Training - We now deliver 108 courses in London, with the most popular also being offered at our national training centres in Bristol, Birmingham, Manchester, Edinburgh, Leeds, Glasgow, Cardiff and Belfast.

Online Training - For those limited by distance or cost, the PRCA has a series of interactive 90 minute ‘webinars’. Delegates attend these sessions live online in a virtual version of a face-to-face training course.

Bespoke Training - Any one of our courses can be tailored to the specific needs of your team and brought in-house at a time that is convenient for you.

Qualifications - PRCA Qualifications have been designed to help give you and your staff a clear and structured programme of professional development to help you progress no matter what the current level within the organisation.

CPD Programme - With each course, you can rack up points towards the first global CPD programme for the PR and communications industry, whilst building skills and widening knowledge.

Apprenticeships - Hire fresh, diverse talent by using our free recruitment service. We will advertise your vacancy, conduct initial interviews and send you a shortlist of applications for interview.

Visit www.prca.org.uk/training or email training@prca.org.uk



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Visit www.prca.org.uk/training or email training@prca.org.uk



FACE-TO-FACE TRAINING

The PRCA runs 108 face-to-face training courses covering everything from crisis communications to digital strategy and creativity. Our sessions normally last from 09:30-17:00 with a maximum of 12 people, ensuring a good level of interactivity and time for practical exercises and feedback. Sessions include a mixture of activities to cater to a range of training styles and provide ample opportunity for delegates to make the most of the trainer's expertise.

We deliver courses in **London** and at our national and regional training centres in **Manchester, Bristol, Birmingham, Leeds, Edinburgh, Glasgow, Cardiff, and Belfast.**



Visit www.prca.org.uk/training or email training@prca.org.uk



 [@PRCAtraining](https://twitter.com/PRCAtraining)  www.facebook.com/PRCATraining  [PRCA Training](#)

ONLINE TRAINING

For individuals looking for a more flexible option, the PRCA offers 46 interactive webinars: training sessions that give delegates the opportunity to interact live with the trainer online.



To browse our online courses by subject, turn to the course Index pages and look for the online symbol.



Interactive

View trainer presentations, ask questions via a live chatbox and receive feedback in real time.

Convenient

Access from any computer with an internet connection and train from home or the office.

Cost

Train for less than a third of the cost of a face-to-face course with minimal time away from work.

Concise

The format gives a bite-sized introduction to a variety of relevant topics.

Ongoing Availability

Review and reinforce what you have learned by purchasing recordings of your favourite training sessions.

Enquire at training@prca.org.uk or call 020 7233 6026.

Visit www.prca.org.uk/training or email training@prca.org.uk



BESPOKE TRAINING

Bespoke Training offers your organisation a truly unique in-house training experience that is tailored to the specific challenges and needs you face on a day to day basis.

You may wish to expand on one of our current courses or design an entirely new course, utilising our extensive pool of highly experienced PRCA certified trainers. The courses can also be held at a location and on a date that suits you.

BENEFITS OF BESPOKE TRAINING

Tailored Content - Design the course with the trainer to meet the exact training needs of the team.

Confidential - The in-house nature of bespoke training means you and your teams can talk frankly and openly about specific or sensitive problems you face.

Flexible - Hold the course at a convenient time for you. Spread the training over a series of shorter courses or longer intensive 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.

**For more information about Bespoke Training, contact
Souha Khairallah MPRCA on 020 7233 6026 or
email training@prca.org.uk**

PRCA QUALIFICATIONS

Intern Training Programme

Member: £350+VAT/Non-member: £450+VAT

Help develop the next generation of PR and communications practitioners by enrolling your interns on our training programme.

PRCA Foundation Certificate FCert PRCA

Member: £600+VAT/Non-member: £750+VAT

Designed for those at the start of their career in PR and communications who are looking to fast track their development.

PRCA Online Certificate OCert PRCA

Member: £1,200+VAT/Non-member: £1,500+VAT

For intermediate-level practitioners looking to progress through a wide range of bitesized online courses.

PRCA Advanced Certificate AdCert PRCA

Member: £1,800+VAT/Non-member: £2,200+VAT

Designed to help experienced PR and communications practitioners develop their skills further.

PRCA Diploma Dip PRCA

Member: £1,800+VAT/Non-member: £2,200+VAT

Provides senior practitioners with the skills to lead their teams and organisations more effectively.

Why a PRCA Qualification?

All PRCA qualifications are accredited by our prestigious PRCA Qualifications Board, made up of industry professionals representing consultancy and in-house positions.

They offer the highest possible standards of up-to-date course content as well as teaching and examination, and hence are recognised industry-wide as a key indicator of professional competence and commitment.

PRCA CONTINUOUS PROFESSIONAL DEVELOPMENT PROGRAMME

CPD is a recognised part of good professional practice. It is the process by which practitioners build skills and deepen knowledge. It is a structured way of continuously reviewing competencies: seeking out best practice, acquiring new tools, techniques and theories, and sharing knowledge.

The PRCA is committed to creating a culture of CPD across the global PR and communications industry. The PRCA has developed PRCA CPD as an easy-to-use online platform that encourages users to take control of their development, maintain their edge, and build their careers.

The PRCA CPD Programme is open to all employers, all membership bodies, and all training providers. It aims to put CPD within the reach of all PR and communications practitioners. The PRCA CPD is **free**, removing any barriers to professionalism.

To successfully complete the programme each year, users must log at least 160 development points annually.

CPD points – **all of our training courses contribute towards your CPD**. You'll find the number of CPD points they're associated with alongside the course description.

Webinars 10

Half Day 20

Full Day 40



Executive Diploma

The PRCA has launched an Executive Diploma, aimed at graduates starting out in PR and communications.

The PRCA Executive Diploma will be taught over a single academic year in partnership with Richmond University and Leeds Beckett University, who have helped develop the programme.

The partnership is being launched at Richmond University's Kensington Campus in London, and Leeds Beckett University, Leeds. The cost is £3,000 to enroll on the course.

The Diploma will be spread over eight months and comprises three assignments and three units with a mixture of offline and online courses.

For more information about the Executive Diploma, contact **Souha Khairallah** MPRCA on **020 7233 6026** or email **training@prca.org.uk**



Fast Track Mentoring Scheme



The PRCA is partnering with PRWeek to bring you the Fast Track mentoring scheme. Fast Track is aimed at inspiring the next generation of PR professionals, enabling practitioners to draw on their invaluable experience to guide a more junior individual through the next stage in their career.

This year we are opening the Fast Track scheme to all levels of the industry, from Executive level to Directors and CEOs, and it is open to agency, in-house, and freelance practitioners. Each mentoring engagement lasts for a period of six months.

For more information about mentoring, contact
Harry Bristow MPRCA on **020 7233 6026** or
email Harry.Bristow@prca.org.uk

Senior Coaching

The PRCA offers bespoke coaching for senior industry leaders. Coaching provides short and long term one-to-one guidance with an experienced professional, aimed at building better leaders.

Coaching is about raising awareness, breaking habits, facilitating, not telling, and helping people reach conclusions which are right for them, rather than telling them what to do. It focuses on the barriers to action, confidence, strengths and how they can be used, and what is holding people back.

For more information about Senior Coaching, contact
Souha Khairallah MPRCA on **020 7233 6026** or
email training@prca.org.uk

Public Relations Apprenticeships

Hire fresh,
enthusiastic,
diverse talent
with a **free**
recruitment
service
through
the **PRCA**

Want to find out more?

T: [020 7233 6026](tel:02072336026)

E: prapprentice@prca.org.uk

W: www.prca.org.uk/careers/pr-apprenticeships

HOW THIS BROCHURE WORKS

Courses are arranged by subject and fall into four levels:

Introductory Courses – Designed for those who have just started out in PR and communications.

Intermediate Courses – Designed for those who already have a good grounding in fundamental PR and communications skills and processes, and would like to hone their skills and advance their careers.

Advanced Courses – Designed for those at management level. Helping to improve teams and performance.

Personal Skills – Designed to improve interpersonal skills. They are not specific to job level or role.

Symbols:

Online Courses



CPD Points

10

20

40

Courses Near You

As part of our ongoing commitment to members, we offer courses in **London, Manchester, Bristol, Birmingham, Leeds, Edinburgh, Glasgow, Cardiff, and Belfast.**

If there is a course that does not run near you, it may be cost effective to bring the trainer in-house for a **bespoke** session (see page 7).

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KEY SKILLS



Introduction to PR and Communications

Introductory 40

This seminar is designed for those who would like to gain a comprehensive understanding of everyday PR and communications activities. The session covers a broad range of areas, from defining PR and communications to the steps involved in structuring a basic PR and communications campaign.

London 8th September, 2017 • 3rd October, 2017 • 3rd November, 2017 •
5th December, 2017 • 30th January, 2018 • 27th February, 2018 •
27th March, 2018 • 11th May, 2018 • 26th June, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 14th February, 2018 • 7th August, 2018

Leeds 18th April, 2018

Edinburgh 12th January, 2018 • 27th July, 2018

Glasgow 11th April, 2018

Birmingham 10th October, 2017

Belfast 7th November, 2017

Bristol 31st October, 2017

Member £150+VAT **Non-member** £200+VAT

Trainer: Trevor Morris FPRCA • Full Day

Budget Management

Introductory 40

In today's economy we place a huge emphasis on the control of expenses as they are tantamount to a company's efficiency and success. This seminar will teach you how to create a structured and realistic budget designed to reliably monitor company performance against it.

London 19th September, 2017 • 1st February, 2018 • 22nd May, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Richard Stazskiewicz MPRCA • Full Day

Project Management

Introductory **40**

This seminar will give you the opportunity to gain a valuable insight into how to manage small to medium-sized projects, providing you with the basic planning and management techniques to ensure a project is successfully instigated and implemented.

London 21st September, 2017 • 10th January, 2018 • 10th April, 2018 • 24th July, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Emanuela Giangregorio MPRCA • Full Day

Sustainability for PR and Communications Professionals



Introductory **10** NEW

Communications professionals and agencies are increasingly tasked with communicating about sustainability-related issues. This webinar will help you to get a better grasp on how to do it well.

Online 9th October, 2017 • 30th July, 2018

Member: £95+VAT **Non-member** £120+VAT

Trainer: Betsy Reed CMPRCA • 90 minutes

Mental Health Awareness



Introductory **10** NEW

The care and support you provide for members of your organisation is essential to ensuring, the wellbeing, happiness, and productivity that is needed for your company's growth and stability.

Online 25th September, 2017 • 25th January, 2018 • 15th May, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Bertille Calinaud MPRCA • 90 minutes

Get Ready for GDPR Introductory **10**



The EU's General Data Protection Regulation (GDPR) comes into effect in 2018, and its implications for PR and marketing communications practitioners is significant and far-reaching. It will change the way your business can collect, use and transfer personal data. Our webinar walks you through everything you need to know.

Online 26th October, 2017

Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Ethics in PR and Communications Intermediate **10**



This webinar aims to create a wider understanding between the obligations surrounding PR and legal responsibilities in order to raise awareness and make the importance of these commitments far more transparent.

Online 28th September, 2017 • 31st January, 2018 • 3rd May, 2018
15th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Claire Walker FPRCA • 90 minutes

Cultural Awareness Intermediate **10** **NEW**



Have you ever seen an advert and thought, "What were they thinking?" Can you think of an example of one that you thought was particularly good? What if we told you that appearances can be deceiving? When producing creative material, brands need to make sure that they are in tune with the target market, down to the tiniest details. Things one culture may find 'odd' or 'off-putting' could be the key to succeeding in another country. Join us to gain the insight you need to launch your global campaigns.

Online 8th November, 2017 • 12th March, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Emma Ewing MPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Planning a Strategic PR and Communications Campaign Intermediate **40**

This seminar serves to clarify the process behind creating a strategic PR and communications campaign through a comprehensive exploration of the interlinked objectives that allow projects to come to fruition.

London 6th October, 2017 • 13th November, 2017 • 18th December, 2017 • 26th January, 2018 • 6th February, 2018 • 6th March, 2018 • 3rd April, 2018 • 28th June, 2018 • 2nd August, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 20th September, 2017 • 13th February, 2018 • 6th August, 2018

Leeds 17th April, 2018

Birmingham 26th September, 2017 • 13th December, 2017 • 9th February, 2018 • 8th August, 2018

Edinburgh 11th January, 2018 • 26th July, 2018

Glasgow 10th April, 2018

Belfast 19th February, 2018 • 3rd July, 2018

Bristol 15th September, 2017 • 2nd February, 2018 • 3rd August, 2018

Cardiff 24th July, 2018

Member £150+VAT **Non-member** £200+VAT

Trainer: Trevor Morris FPRCA • Full Day

Measuring and Evaluating PR Intermediate **10**



This session will explore the new and improved methods of measurement and evaluation, gaining an overview of the latest thinking in evaluation, how to apply it to your campaigns, and how to make it part of your management.

Online 6th October, 2017 • 13th April, 2018 • 7th August, 2018

Member: £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Mastering Measurement for More Effective Communications Advanced **20** **NEW**

Media analysis is increasingly seen as a strategic tool to: create more effective communications; demonstrate accountability; and manage performance and resources.

Online 25th October, 2017 • 15th March, 2018 • 18th July, 2018

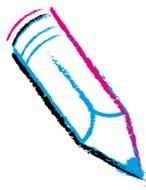
Member £170+VAT **Non-member** £215+VAT

Trainer: Mike Daniels MPRCA & Colin Wheeler MPRCA • Half Day

Visit www.prca.org.uk/training or email training@prca.org.uk



WRITING



Press Releases to Tweets: Writing for Different Media Introductory 40

Twitter is changing the PR world, offering a new, direct line of communication between businesses and consumers. And while the low-cost aspect of Twitter as a PR and marketing vehicle is appealing, you've got to know how to use Twitter for press releases if you want to stay ahead of the curve. This session will show you how to write for different types of media.

London 21st September, 2017 • 12th October, 2017 • 18th January, 2018 • 8th March, 2018 • 5th April, 2018 • 21st June, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 2nd November, 2017

Member £150+VAT **Non-member** £200+VAT

Trainer: Paul Mathieu MPRCA • Full Day

Writing Effective Press Releases Introductory 40

Writing releases can often be a daunting prospect for new recruits in the PR and communications industry. This seminar will provide you with reliable and proven methods of constructing press releases.

London 31st October, 2017 • 2nd November, 2017 • 30th January, 2018 • 21st March, 2018 • 30th May, 2018 • 19th June, 2018 • 2nd August, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 11th October, 2017 • 26th April, 2018

Leeds 5th February, 2018

Birmingham 15th November, 2017 • 6th February, 2018

Edinburgh 14th May, 2018

Glasgow 6th March, 2018

Cardiff 21st February, 2018

Bristol 13th September, 2017 • 7th December, 2017

Member £150+VAT **Non-member** £200+VAT

Trainers: Ann Wright MPRCA & Lorraine Forrest-Turner MPRCA • Full Day

Visit www.prca.org.uk/training or email training@prca.org.uk



Getting to Grips with Grammar

Introductory 10

The production of high-quality work has a heavy reliance on professionalism and attention to detail in written communications. This webinar provides you with the opportunity to refresh your writing skills in a practical and comprehensive class.

Online 18th September, 2017 • 4th December, 2017 • 3rd May, 2018 • 31st July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Emma Ewing MPRCA • 90 minutes



Introduction to Writing for PR and Communications

Introductory 10

The role of a PR and communications practitioner is reliant on their ability to write for different mediums, adapting to suit different audiences, and appropriating creativity. This webinar has proven essential to providing the necessary skills and techniques for improving and adapting your writing skills.

Online 18th September, 2017 • 4th December, 2017 • 3rd May, 2018 • 31st July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Emma Ewing MPRCA • 90 minutes



Writing Engaging B2B Media Copy

Intermediate 40

This highly interactive seminar encourages attendees to engage differently with their B2B copywriting, from polishing writing skills to researching and placing media materials from briefings, position-papers and case studies to opinion pieces and news features.

London 19th October, 2017 • 25th January, 2018 • 27th April, 2018 • 29th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Adrian Wheeler FPRCA • Full Day

Visit www.prca.org.uk/training or email training@prca.org.uk



Honing Your Copywriting Skills

Intermediate 40

This practical one day workshop with a professional copywriter uses discussions, examples, exercises, and feedback, for attendees to learn how to master the art of writing compelling copy.

London 23rd October, 2017 • 8th November, 2017 • 8th February, 2018 •
20th March, 2018 • 13th June, 2018 • 29th August, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 16th May, 2018

Leeds 20th February, 2018

Birmingham 1st February, 2018 • 23rd May, 2018

Edinburgh 9th May, 2018

Glasgow 13th February, 2018

Cardiff 15th February, 2018

Member £150+VAT **Non-member** £200+VAT

Trainer: Lorraine Forrest-Turner MPRCA • Full Day

Proofing and Editing other People's Writing **NEW**

Intermediate 40

This session will help you recognise what makes good writing good so you can correct bad writing more easily. You'll be able to explain to others why you've made the changes you've made; you'll feel more confident challenging other people's mistakes; and you'll learn the common punctuation and spelling errors so you can watch out for them.

London 15th November, 2017 • 17th January, 2018 • 7th May, 2018 •
20th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Lorraine Forrest-Turner MPRCA • Full Day

DIGITAL



Digital Landscape for PR and Communications Introductory 10



The evolutionary nature of the internet and technology means that it is often difficult to keep up with its ever-shifting dynamics. This webinar is indispensable for learning how to adapt to the demands of internet consumers by mastering the use of digital platforms and web resources as information providers.

Online 26th October, 2017 • 6th November, 2017 • 20th April, 2018 •
14th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Harnessing the Power of Twitter for PR and Communications



Introductory 10

There has undoubtedly been a rise in the power of Twitter and the opportunity it presents to PR and communications professionals. This webinar will explore the means for leveraging Twitter and manipulating it to your goals for maximum exposure.

Online 19th September, 2017 • 6th November, 2017 • 23rd July, 2018 • 22nd
August, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

How to Create an Effective Blog

Introductory 10



With over 250 million public blogs on the web, how can you best drive traffic to your website to increase your SEO and develop better customer relationships? This webinar will walk you through the best blog practices to make yours effective in its layout and content to increase participation and interaction with your target audience.

Online 19th September, 2017 • 10th April, 2018 • 25th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Introductory Google Analytics for PR NEW

Introductory 10



With today's access to advanced technology, the PR and communications industry must keep up with the data pace. Although dealing with numbers and statistics is a relatively new practice for PR specialists, it's now part of the requirement to access and analyse public relations ROI. This session is essential for PR practitioners to gain an overview of this valuable and free tool.

Online 31st October, 2017 • 4th January, 2018 • 18th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Chris Lee MPRCA • 90 minutes

Using Video in Social Media for PR and Communications

Intermediate 10



In a multimedia world, the best method of engaging your audiences on social media is through the integration of audio-visuals. This seminar will teach you how to use video as a key tactic for a specific activity or to form part of a long term communications plan.

Online 28th September, 2017 • 11th January, 2018 • 14th March, 2018 •
7th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Russell Goldsmith MPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Instagram for PR Campaigns **NEW** Intermediate **10**



Since the evolution of digital PR and its need to tap every social media forum to increase its outreach, Instagram has earned attention as a way to market brands. With its emerging popularity, Instagram has been immensely successful in positioning itself as the visual branding tool of choice for businesses today. This webinar is designed to demonstrate the platform's value and how it can be adopted into your digital strategy.

Online 17th November, 2017 • 5th July, 2018
Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Snapchat for PR Campaigns **NEW** Intermediate **10**



PR and communications practitioners need new channels of communication to engage effectively with target audiences. This webinar will take you through the process of integrating Snapchat into your digital strategy in order to connect with consumers who are taking in information more visually than ever before.

Online 29th September, 2017 • 17th May, 2018
Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

The Power of Pinning: Pinterest Hacks for PR and Communications Practitioners Intermediate **10**



Pinterest may be relatively young in comparison to Facebook or Twitter but its user base boasts over 100 million active users, which means there's huge potential for attracting new clients and engaging with existing clients. This webinar is led by a Pinterest super-user (600k followers) and is perfect for augmenting your company's presence, website, and traffic sales.

Online 22nd November, 2017 • 21st February, 2018 • 23rd May, 2018 •
9th August, 2018
Member £95+VAT **Non-member** £120+VAT

Trainer: Natalie Hughes MPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Developing a Digital Strategy

Intermediate ⁴⁰

During the social media revolution people have become rapidly engaged with online services and the provision of information by platforms such as Facebook, Twitter, and Snapchat. Recent surveys have shown that in order to attract your digital audience you must implement the right tools. This seminar will ensure you use those tools to the best of your capability.

London 27th October, 2017 • 15th December, 2017 • 17th January, 2018 • 5th February, 2018 • 11th April, 2018 • 13th June, 2018 • 9th July, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 24th October, 2017

Birmingham 4th October, 2017

Edinburgh 6th December, 2017

Bristol 9th November, 2017

Member £150+VAT **Non-member** £200+VAT

Trainer: Steve Dunne MPRCA • Full Day

How does SEO Work? A Guide for PR and Communications Practitioners

Intermediate ¹⁰

This webinar provides a detailed and practical examination of what factors have an influence on search result rankings and how SEO techniques can be realistically incorporated into a PR and communications schedule.

Online 23rd November, 2017 • 22nd February, 2018 • 24th May, 2018 • 1st August, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Andrew Smith MPRCA • 90 minutes



Understanding Search in a Social Media World Intermediate ¹⁰



The internet is saturated with information and it is essential to understand how to amplify your content reach, increase your visibility online, and drive additional traffic to your website or network. This webinar will provide you with the tools you need to reach out to your relevant audience, amplify network reach, and increase your social rankings.

Online 11th September, 2017 • 14th December, 2017 • 18th April, 2018 •
14th August, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Katie King CMPRCA • 90 minutes

Creating and Curating Compelling Content for Social Media Intermediate ¹⁰



This webinar will provide you with comprehensive knowledge on how to address each major social media platform with theory supported by new case studies, enabling you to get the best out of your social media activity.

Online 20th October, 2017 • 23rd January, 2018 • 17th April, 2018 •
7th August, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Katie King CMPRCA • 90 minutes

Generating Sales with Social Media Intermediate ¹⁰



As digital technology continues to evolve, successful digital transformation requires careful collaboration, thoughtful planning, and adaptability. As customers can interact with your business anywhere and everywhere, the experience must be consistent and positive. This session will show you how to achieve this.

Online 19th October, 2017 • 25th January, 2018 • 5th April, 2018 •
17th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Katie King CMPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Supercharge PR and Communications Campaigns for LinkedIn Intermediate



With over 101 million members, LinkedIn is a formidable social media site. Add into the mix that 69 of the Fortune 100 companies have a corporate page and it is easy to understand why LinkedIn can be a powerful tool in PR campaigns, particularly B2B. This session will show you to use LinkedIn to the best of its ability.

Online 9th November, 2017 • 7th February, 2018 • 10th May, 2018 •
1st August, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Natalie Hughes MPRCA • 90 minutes

Social Media Metrics Intermediate



The emergence and increasing popularity of social media has changed the practice of public relations. Social media offers numerous opportunities for public relations practitioners to interact with a wide range of stakeholders. This webinar demonstrates which social media metrics you need to employ to bring a return on investment.

Online 15th November, 2017 • 26th January, 2018 • 20th April, 2018
Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Gaining Coverage in a Digital Media World Intermediate



It is vital to ensure that, in this current day and age, we work to stimulate our power to gain media coverage when there is so much accessibility to powerful tools to ensure this. This webinar is aimed at Account Executives and Account Managers who would like to develop their skills and knowledge to increase coverage for their company or client in the digital media.

Online 21st November, 2017 • 7th February, 2018 • 11th May, 2018 •
6th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Paid Media Intermediate 10



We increasingly have to pay to gain access to online audiences, which means we can better target audiences according to interest, location, and demographic. Whilst paid media is measurable, the creative and call-to-action have to be appealing. This webinar is essential for anyone who is interested in paid media as a tool to increase reach and effectiveness of their online content.

Online 29th May, 2018 • 22nd August, 2018
Member £95+VAT **Non-member** £120+VAT

Trainer: Chris Lee MPRCA • 90 minutes

Creating Winning PowerPoint Presentations NEW Intermediate 20

Are you one of the professionals who need to visualise and communicate numbers and ideas with a specific audience? Are you still wondering what distinguishes a mediocre presentation from one that drives the message directly home? This course will help to ensure that participants go beyond the standard PowerPoint presentation and are able bring their story or pitch to life.

Online 25th October, 2017 • 23rd January, 2018 • 25th April, 2018 •
25th July, 2018
Member £170+VAT **Non-member** £215+VAT

Trainer: Chris Lee MPRCA • Half Day

Digital Disruption: The Next Wave? **NEW** Intermediate **10**



PR is a fundamental driver in the new customer-centric world and helps businesses to achieve goals, but business transformation is fundamentally altering the intertwining worlds of sales and marketing. How prepared are PR managers to deal with the next wave of digital disruption from innovations such as virtual reality? This webinar will provide the framework necessary for developing new skills and behaviours, as well as the range of tools and resources available to adapt and cope with this change. This session will also show delegates how to measure success of an integrated sales and marketing plan.

London 15th September, 2017 • 21st June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Katie King CMPRCA • 90 minutes

MEDIA HANDLING



Selling into the Media

Introductory **40**

Pitching a story to a journalist is the single most daunting task for any young PR, and not communicating your message correctly could mean curtains for an otherwise solid PR and Communications strategy. This course will leave attendees with several fool-proof techniques in pitching stories to all types of media. Gain experience of selling a live story to a journalist, and receive feedback.

London 16th November, 2017 • 8th December, 2017 • 24th January, 2018 • 29th March, 2018 • 15th May, 2018 • 12th June, 2018 • 12th July, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 27th September, 2017 • 29th November, 2017 • 9th January, 2018 • 4th July, 2018

Bristol 8th November, 2017 • 31st January, 2018

Edinburgh 5th December, 2017 • 19th July, 2018

Member £150+VAT **Non-member** £200+VAT

Trainer: Steve Dunne MPRCA • Full Day

Good Media Relations

Intermediate **10**



This webinar delivers concise and simple techniques in communicating effectively with journalists, making life for both you and them a great deal easier. Understanding the way they work and how to deal with them means you'll be one of the few PR and communications practitioners who aren't dismissed altogether. Develop life-long relationships and learn how to become a reporter's first port of call.

Online 17th October, 2017 • 19th February, 2017 • 1st May, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Adrian Wheeler FPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Influencer Relations Intermediate 10



Influencer relations is all about identifying the individuals who are noted for their ideas, insights, expertise, and the content they produce within a certain field of endeavour. This webinar will help you understand all facets of influencer relations.

Online 14th September, 2017 • 13th December, 2017 • 26th April, 2018 •
26th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Chris Lee MPRCA • 90 minutes

Media Training and Media Interview Skills Intermediate 40

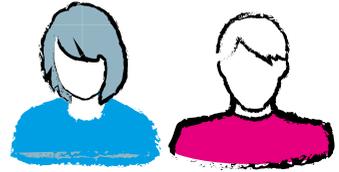
This course will enable you, or the spokespeople you support, to become powerful advocates for your organisation when carrying out any type of media interview. It's a highly practical course, giving delegates the chance not just to learn all the key lessons of media training, but to practice those techniques through a range of simulated interviews.

London 9th November, 2017

Member £305+VAT **Non-member** £370+VAT

Trainer: Robert Taylor MPRCA • Full Day

PEOPLE & PERFORMANCE MANAGEMENT



Introduction to Management

Intermediate 40

The greatest strength lies in the leadership's ability to maintain stability as well as ensuring team productivity and efficiency to provide meaningful results. This seminar will provide you with the training necessary to motivate a team.

London 29th September, 2017 • 20th November, 2017 • 8th January, 2018 • 1st March, 2018 • 4th June, 2018 • 28th August, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Claire Walker FPRCA • Full Day

Account Management

Intermediate 40

One of the most important requirements of any PR professional is the ability to manage client accounts effectively. Managing and exceeding expectations, dealing with different personalities, time management, and persuading and negotiating with people, are all standard requirements for the PR/client relationship. This course will help you get to grips with exactly this.

London 21st September, 2017 • 13th October, 2017 • 22nd November, 2017 • 14th December, 2017 • 27th March, 2018 • 19th April, 2018 • 9th May, 2018 • 5th June, 2018 • 10th July, 2018

Member £305+VAT **Non-member** £370+VAT

Manchester 28th September, 2017 • 8th January, 2018 • 2nd July, 2018

Leeds 26th March, 2018

Birmingham 3rd October, 2017

Edinburgh 30th January, 2018 • 18th July, 2018

Glasgow 23rd March, 2018

Belfast 16th January, 2018 • 20th July, 2018

Member £150+VAT **Non-member** £200+VAT

Trainer: Steve Dunne MPRCA • Full Day

Visit www.prca.org.uk/training or email training@prca.org.uk



KPIs: How to Measure Performance in PR and Corporate Communications

Advanced 

Key performance indicators are only useful if they help marketing and PR teams understand how their activities are contributing to reaching the larger organisational goals. This session will explore how programmes are performing across platforms and disciplines, how to create a successful marketing mix, and how to reach consumers with the right content, in the right place, at the right time.

London 27th September, 2017 • 17th April, 2018 • 1st August, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Michelle Bailey MPRCA • Full Day

Interview and Selection Skills

Advanced 

It is important during the process of employee selection to ensure that you understand the potential of someone who could be a valuable asset to your company and a worthwhile investment in the development of your organisation. This practical one-day seminar aims to give you the confidence and skills to make the right decisions.

London 10th October, 2017 • 21st February, 2018 •

31st May, 2018

Member £305+VAT **Non-member** £370+VAT

Trainers: Michelle Bailey MPRCA • Full Day

Motivating and Leading PR and Communications Teams

Advanced 

Revolutionise your management capabilities by developing the tools to create a world-class team through the application of motivational leadership techniques. The primary objective of this seminar is to enable participants to deliver systematic changes and improvements to their management activity. The tutor will also offer advice on an individual basis to each participant.

London 26th October, 2017 • 20th February, 2018 • 20th June, 2018

Member £305+VAT **Non-member** £370+VAT

Birmingham 13th February, 2018

Edinburgh 8th February, 2018

Manchester 15th February, 2018

Member £150+VAT **Non-member** £200+VAT

Trainer: Bill Moir MPRCA • Full Day

Managing Performance to Improve Productivity

Advanced 

This seminar will provide critical inputs, tactics, and strategies to revolutionise your management capabilities by developing the tools to create a world-class team, through the application of motivational leadership techniques.

London 12th September, 2017 • 7th December, 2017 • 7th March, 2018 •
14th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Sandra Buckle MPRCA • Full Day

Effective Leadership: Skills and Behaviours Needed to Deliver Efficiency and Results

Advanced 

All organisations need great leaders in order to flourish, but what does it take to grow from a good manager to a great leader? This highly engaging workshop will help you differentiate between the two as well as raise an awareness of your own leadership style in order to improve your personal and colleagues' performance.

London 20th September, 2017 • 13th December, 2017 • 18th April, 2018 • 21st June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Sandra Buckle MPRCA • Full Day

HR for PR Practitioners

Advanced 

This seminar has been designed for those responsible for any aspect of the employee experience from a strategic, tactical, or operational management perspective. This is an HR masterclass and ranges from constructing an effective recruitment process to managing staff performance.

London 1st November, 2017 • 15th January, 2018 • 28th March, 2018 • 10th July, 2018

Member £305+VAT **Non-member** £370+VAT

Trainers: Michelle Bailey MPRCA • Full Day

CREATIVE SKILLS



Producing Engaging Content in Public Sector Communications



Introductory 10

The growth of social media has given public sector communicators a great way to maximise the value of information and use new technology to gain the most impact. The main issue is about making sure your activity hits the mark and this means being able to produce engaging content. Delegates will learn to produce this kind of content and how to communicate it effectively.

Online 26th September, 2017 • 19th January, 2018 • 15th March, 2018 • 18th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Amanda Coleman FPRCA • 90 minutes

How to Nail the Creative Process from Start to Finish

Introductory 20 NEW

“We need to be more creative” – how often do you hear this painful phrase? Whether you’re working in an agency or in-house, the constant need to be seen to produce new ideas that push the creative boundaries can be exhausting and, at times, even counter-productive. This interactive workshop will look at what it takes to get into a creative mind-set and, once you’ve nailed it, how to keep that mind-set fresh and healthy so you can draw on it as and when you need to.

Online 29th November, 2017 • 5th March, 2018 • 24th May, 2018 • 15th August, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Emma Hazan MPRCA • Half Day

Creativity in B2B PR Intermediate 20

B2B has enjoyed healthy investment and refinement in the areas it excels at. Creative marketing isn't about doing something "out there", it's about getting more customers, growing, and developing your business via creative methods. This session will examine how to get the most out of existing content and how to harness creativity for use in future content.

London 5th September, 2017 • 5th December, 2017 • 26th January, 2018 • 26th February, 2018 • 23rd April, 2018 • 14th May, 2018 • 25th June, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Adrian Wheeler FPRCA • Half Day

Awaken your Creativity Intermediate 40

This seminar is perfect for PR and communications practitioners who want to get 'under the skin' of the creative process and use it to greater effect in their work. Attendees will be inspired to merge business savvy with creative and mental dexterity.

London 27th September, 2017 • 31st January, 2018 • 15th June, 2018 • 15th August, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Nick Fitzherbert MPRCA • Full Day

Getting Maximum Impact from a Disappearing PR Budget



Intermediate 10

The rapidly reducing investment in PR budgets often makes the process of creating exciting and engaging content even more difficult and extensive. This webinar will teach you how to create effective content with limited resources.

Online 10th January, 2018 • 14th March, 2018 • 11th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Amanda Coleman FPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Translation, Localisation, and Transcreation Workshop Intermediate ¹⁰



From this webinar, you will learn how transcreation takes translation further, by adapting marketing, design and linguistics, whilst considering a range of industries and nations.

Online 5th October, 2017 • 18th January, 2018 • 20th March, 2018 •
14th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Russell Goldsmith MPRCA • 90 minutes

Brand and Brand Storytelling

Advanced ⁴⁰

Branding goes so much further than logos and neat taglines, every brand has a story which can be used to gain a competitive edge. Learn about key techniques and skills in brand storytelling, and identify your key themes and issues to make your message irresistible.

London 11th October, 2017 • 18th January, 2018 • 4th April, 2018 •
5th July, 2018

Member £350+VAT **Non-member** £370+VAT

Bristol 12th March, 2018

Birmingham 13th March, 2018

Manchester 14th March, 2018

Edinburgh 19th March, 2018 • 15th August, 2018

Belfast 20th March, 2018

Cardiff 14th August, 2018

Member £150+VAT **Non-member** £200+VAT

Trainer: Andy Green MPRCA • Full Day

CRISIS COMMUNICATIONS



Crisis Management

Introductory 10



Crisis management is a critical organisational function and PR and communications practitioners are an integral part of crisis management teams. Failure to effectively manage crises can result in serious harm to stakeholders and losses for an organisation. This course defines critical concepts and provides useful resources on the best practices and lessons learned from a professional's knowledge of crisis management.

Online 20th September, 2017 • 8th December, 2017 • 2nd May, 2018 • 3rd July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Nickie Aiken MPRCA • 90 minutes

Crisis Communications Management

Intermediate 40

Most companies will experience a business-threatening event once every five years. When it happens, clients suddenly find themselves under the media spotlight, with intense and unwelcome public attention catching them off-guard. This PRCA workshop is designed to help consultants and practitioners work with senior client management to prepare for handling crisis communications in a calm, professional, and creditable manner.

London 6th December, 2017 • 28th February, 2018 • 25th April, 2018 • 17th May, 2018 • 27th June, 2018

Member £305+VAT **Non-member** £370+VAT

Bristol 26th October, 2017

Manchester 23rd October, 2017 • 18th June, 2018

Edinburgh 21st November, 2017

Member £150+VAT **Non-member** £200+VAT

Trainer: Adrian Wheeler FPRCA • Full Day

Visit www.prca.org.uk/training or email training@prca.org.uk



Crisis PR and Communications in a Digital World Intermediate 10



More than one-quarter of crises spread to international media within an hour and over two-thirds within 24 hours. In today's interconnected digital age, news travels rapidly through the web so make sure your business is not caught in the brunt of it. Attendees will learn how to best prepare themselves or their clients for an online crisis as well as useful strategies to select and what tactics to deploy to manage the immediate impact.

Online 14th November, 2017

Member £95+VAT **Non-member** £120+VAT

Trainer: Steve Dunne MPRCA • 90 minutes

Tackling a Live Crisis Intermediate 20

Using interactive simulation technology from Polpeo, attendees will practise managing a crisis and communicating in real-time with members of the public, media, and stakeholders (who are simulated by role-players within the Polpeo platform). This seminar provides valuable experience in crisis management and a secure, closed environment in which you can test strategies, learn new techniques, and practise responding on different channels in a crisis situation.

London 13th September, 2017

Member £370+VAT **Non-member** £415+VAT

Trainer: Kate Hartley MPRCA • Half Day

INTERNAL/IN-HOUSE COMMUNICATIONS



Developing an Internal Communications Strategy Introductory 10



This webinar outlines the basic elements needed to create an internal communications strategy and why it is necessary. The objective of this session is to deliver an internal communications framework that provides clear, informative, and engaging two-way communications that effectively link together the key messages.

Online 24th January, 2018 • 29th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Paul Inglefield MPRCA • 90 minutes

Developing an Internal Communications and Engagement Strategy Intermediate 40

This full day PRCA training session will provide attendees with a stage-by-stage overview of the key steps needed when developing an internal communications strategy for your organisation or for clients, and gain an understanding of how organisations can use internal communications and engagement to deliver business goals, as part of an integrated approach to strategic reputation management.

London 20th October, 2017 • 27th April, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Paul Inglefield MPRCA • Full Day

Stakeholder Relationship Management

Intermediate 40

Stakeholder management is a critical component to the successful delivery of any project, programme, or activity. This seminar aims to shed light on effective stakeholder management and how the appropriate management of expectations and agreed objectives creates positive relationships.

London 8th September, 2017 • 7th December, 2017 • 15th May, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Adrian Wheeler FPRCA • Full Day

Managing Marketing Communications

Intermediate 40

In today's competitive business environment organisations must deploy a wide range of interdependent marketing and promotional tools for reaching and influencing customers. An effective marketing campaign must coordinate the advertising, direct marketing, public relations, and personal selling elements of the marketing mix, as well as communicate and present a consistent image to target markets. This seminar will teach attendees how to create and manage all components of marketing communications.

London 25th September, 2017 • 1st December, 2017 • 2nd February, 2018 • 16th April, 2018 • 10th May, 2018 • 7th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Steve Dunne MPRCA • Full Day

Change Communications **NEW**

Intermediate 10



This webinar is designed for beginner-to-intermediate communicators looking to understand how to design and manage employee change communications. Drawing on real-life case studies and academic research, it will provide guidance and techniques that can be applied practically in the workplace.

Online 5th February, 2018 • 20th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Paul Inglefield MPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



PUBLIC AFFAIRS



Introduction to Public Affairs

Introductory 10

This is an essential course for those new to public affairs, as well as for anyone working in policy-making or government who needs a greater understanding of how decisions are made. This webinar introduces the key elements of public affairs, as well as providing an excellent overview of UK political decision-making and how it works.

Online 30th November, 2017 • 22nd February, 2018 • 2nd July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Lionel Zetter FPRCA • 90 minutes

Building a Public Affairs Strategy

Introductory 20

This seminar will provide the necessary knowledge you need on how to integrate an overall strategic communication plan to have a better understanding of politicians as well as influencing the political agenda.

London 5th October, 2017 • 29th March, 2018 • 28th June, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Nickie Aiken MPRCA • Half Day

Managing a Public Affairs Crisis

Intermediate **20**

It is important to have a plan and the odds stacked in your favour when a crisis strikes your organisation. This seminar is key to understanding how to recognise a potential public affairs crisis before it materialises and the management of a possible crisis.

London 30th November, 2017 • 1st February, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Nickie Aiken MPRCA • Half Day

Running Effective Political Campaigns: Influence the Political Agenda



Intermediate **10**

The most effective organisations play an active role in the political world, building alliances and promoting their issues. This webinar will explore the strategies and approaches available to communications professionals who want to run a campaign designed to influence the political agenda.

Online 29th November, 2017 • 9th January, 2018 • 16th May, 2018 •
25th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Nickie Aiken MPRCA • 90 minutes

Advanced Public Affairs

Advanced **20**

This seminar places a great emphasis on the art of lobbying, managing public affairs teams, and international governments, whilst defining types of lobbying and deconstructing the processes involved.

London 6th September, 2017 • 12th January, 2018 • 10th May, 2018 •
9th July, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Lionel Zetter FPRCA • Half Day

Visit www.prca.org.uk/training or email training@prca.org.uk



PERSONAL SKILLS



Growing your own Gravitas: Confidence and Credibility for Women in PR and Communications ²⁰

There have been countless studies and thought leadership pieces published recently about the number of women in PR and their role in the field. Powerful communication skills can help you gain the respect of peers and superiors, increase chances of promotion and advancement, and help you build a leading professional reputation. In this remarkable seminar, you'll discover exactly how to deliver your message clearly and persuasively, no matter who you're talking to or what the subject matter is.

London: 6th December, 2017 • 7th March, 2018 • 6th June, 2018
Member £170+VAT **Non-member** £215+VAT

Trainer: Jayne Constantinis MPRCA • Half Day

Build Brand 'You' in 9 Minutes a Day ¹⁰



You work in a world of brands: crafting them to create impact and advantages, stand out, generate loyalty, and personality. But have you ever thought about how you would define your own personal brand? What specifically makes you unique? Do you know what your core offering is? How do others define you? This webinar is perfect for busy PR practitioners – freelance or otherwise – and business owners who want to supercharge their own profile via social media.

Online 13th September, 2017 • 1st December, 2017 • 1st March, 2018 • 6th June, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Natalie Hughes MPRCA • 90 minutes



How to Manage your Time and Workload More Effectively ¹⁰

In any career, or personal pursuit, planning and managing a workload is an essential skill. In public relations you will often need to work on several varied projects, with multiple stakeholders, at the same time. Efficient planning and organisation is one of the most valuable skills that you have – this is particularly important in the PR industry. In this webinar you will gain a theoretical understanding of time management principles, and a practical grounding in how to apply these skills and approach problems with managing your workload.

Online 22nd September, 2017 • 29th January, 2018 • 11th April, 2018 •
12th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Alice Newsham MPRCA • 90 minutes

Successful Networking ²⁰

During this seminar you will learn to manipulate the power of networking to your full advantage and adopt it as an essential tool for personal and client growth that will be successful in providing you with a wealth of opportunities.

London 22nd September, 2017 • 20th October, 2017 • 24th November, 2017 •
12th January, 2018 • 2nd May, 2018 • 8th June, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Claire Walker FPRCA • Half Day

Stepping into Leadership ¹⁰



This online training session, created by GWPR together with ICCO for mid-career PR women, will help you develop your leadership skills. The session includes practical tips and guidance from senior PR women at the very top of their profession, who tell their story on how they succeeded in getting into the boardroom. This course will help you develop the right skills and attitudes to reach the very top of the career ladder.

Online 24th October, 2017 • 13th February, 2018 • 5th July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Emma Ewing MPRCA • 90 minutes



Visit www.prca.org.uk/training or email training@prca.org.uk



Becoming Assertive 20

After this seminar you'll be able to isolate exactly what stops you being assertive in tricky circumstances and know how to prepare in advance so that you get better outcomes. You will feel more confident when dealing with your clients, managers, and peers because you'll understand what's happening when the communication goes off track and you'll have the tools to get it right. Saying what you mean, professionally and directly, will start to become second nature, freeing you from anxiety, and enabling you to focus on results and successful working relationships.

London 14th September, 2017 • 8th January, 2018 • 12th April, 2018 • 26th July, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Emma Ewing MPRCA • Half Day

Presentation Skills 40

Being able to deliver effective presentations is an absolute must for PR practitioners, 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.

London 17th October, 2017 • 23rd January, 2018 • 28th March, 2018 • 26th April, 2018 • 31st July, 2018

Member £305+VAT **Non-member** £370+VAT

Birmingham 11th October, 2017

Manchester 12th December, 2017

Bristol 1st November, 2017

Belfast 8th November, 2017

Member £150+VAT **Non-member** £200+VAT

Trainer: Trevor Morris FPRCA • Full Day

Building Effective Persuading and Influencing Skills ⁴⁰

Whether we are dealing with people on a one-to-one basis, putting forward our views in a meeting, or making a presentation to a large group of people, our ideas and suggestions are only as good as our ability to persuade others to agree with those ideas and suggestions. This seminar helps delegates build their influencing skills and, importantly, give them the skills to continue to develop them.

London 26th September, 2017 • 2nd November, 2017 • 11th January, 2018 • 12th March, 2018 • 30th July, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Emma Ewing MPRCA • Full Day

Improving Personal Communication Skills ⁴⁰

Excellent verbal communication skills are among the most important attributes a PR practitioner can possess. This highly interactive course uses a wide range of exercises and techniques to help you build strong relationships with journalists, colleagues, clients, and suppliers; relationships where everyone feels valued and important; and where you get others to co-operate more often so that you're all working towards the same goals.

London 6th September, 2017 • 19th January, 2018 • 23rd April, 2018 • 19th July, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Emma Ewing MPRCA • Full Day

Climbing the PR and Communications Career Leader ¹⁰



Are you looking for that promotion, or do have your eye on a new role, and don't know how to progress up the PR and communications ladder? This interactive online course will help you to understand what employers are looking for in senior consultants, and guide you in compiling a promotion plan, in order to develop your career further.

Online 10th October, 2017 • 8th February, 2018 • 17th May, 2018 • 16th August, 2018

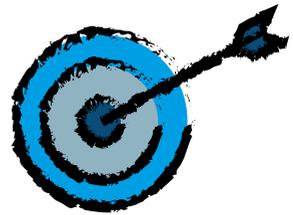
Member £95+VAT **Non-member** £120+VAT

Trainer: Alice Newsham MPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



WINNING NEW BUSINESS



Pitching to Win New Business Intermediate 40

There are no second chances when it comes to pitching so it is critical that you know how to prepare, structure, and conduct a pitch that wins new business. This workshop provides training and advice on every step of the pitching process from the planning stage through to the delivery and closing of the pitch. Using case study examples, the workshop will illustrate what makes a good pitch and allow you to examine the contributing factors behind those that are unsuccessful. A strong and skilled pitching team is key and this course will explore the concept of pitch coaching to help you increase your agency's success rate.

London 7th September, 2017 • 14th November, 2017 • 27th February, 2018 • 24th April, 2018 • 16th May, 2018 • 26th June, 2018

Member £305+VAT **Non-member** £370+VAT

Bristol 18th June, 2018

Manchester 24th October, 2017 • 19th June, 2018

Leeds 20th June, 2018

Edinburgh 21st June, 2018

Glasgow 22nd June, 2018

Member £150+VAT **Non-member** £200+VAT

Trainer: Adrian Wheeler FPRCA • Full Day

Pitching to Win New Business: Online Intermediate 10



Develop your techniques and refresh your power of persuasion in order to maximise your chances of success in the pitching arena. Sharpen your skills and watch new ones come into fruition during this exciting webinar experience.

Online 4th October, 2017 • 15th February, 2018 • 3rd July, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Adrian Wheeler FPRCA • 90 minutes

Visit www.prca.org.uk/training or email training@prca.org.uk



Better Pitching Intermediate 40

What makes the difference between an effective pitch to the press and the hundreds and thousands that find their way into the trash? Can you pitch to the press successfully? Does it always require an agent or an agency? What are the secrets successful entrepreneurs (and successful PR practitioners) know? Pitching to the press may be easier than you think. This seminar will teach you some golden rules on how to construct a successful pitch.

London 12th September, 2017 • 16th November, 2017 • 26th March, 2018 • 27th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Alison Clarke FPRCA • Half Day

Communicating in the Middle East and North Africa Intermediate 10



The Middle East and North Africa can be an altogether alien world for newcomers to the region who are trying to communicate with new audiences and reach out to new stakeholders. This 90 minute PRCA session – replete with insights and vivid examples – offers communicators a window into the region’s communications landscape and the ways in which it both resembles and differs from its global counterparts. The aim of this course is to provide participants with key insights into the region that will help them advance their business and communications objectives.

Online 15th November, 2017 • 14th February, 2018 • 23rd May, 2018

Member £95+VAT **Non-member** £120+VAT

Trainer: Majdi Al-Ayed MPRCA • 90 minutes

Understanding Brand Managers and Brand Economics Intermediate 20

Master the essentials of brand communications by grasping the way in which all functions of the process operate in this methodical and in-depth workshop.

London 1st March, 2018 • 26th April, 2018 • 28th June, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Adrian Wheeler FPRCA • Half Day

Visit www.prca.org.uk/training or email training@prca.org.uk



Shaking the Tree: Fresh and Practical Approaches to New Business Sales

Intermediate

Designed to equip any agency with the confidence and tools they need to create new business opportunities – this session will enable delegates to become engaged in the new business process. Learn to cover the end to end process of new business, from working out what your proposition and messaging is, to training your team in sales, and how to manage a pipeline. Also learn to understand data management, concise note-taking, and processes that will make data work for you.

London [12th December, 2017](#) • [13th March, 2018](#) • [11th July, 2018](#)

Member £170+VAT **Non-member** £215+VAT

Trainer: [Owen Morgan MPRCA](#) • [Desmond Brady MPRCA](#) • [Half Day](#)

Smarter Prospecting

Advanced

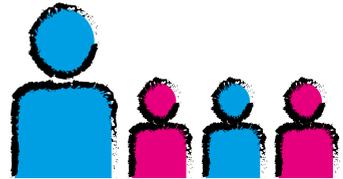
With increasing sophistication of marketing, flow of leads is not the problem - rather understanding which leads are worth following up is now the challenge for sales teams. Intent data can help marketing and sales teams easily determine which leads are 'worthy'. This seminar will explain what intent data is and how it can be applied for smarter sales prospecting (in particular outbound calling).

London [17th October, 2017](#) • [22nd March, 2018](#)

Member £170+VAT **Non-member** £215+VAT

Trainer: [Alison Clarke FPRCA](#) • [Half Day](#)

CLIENT MANAGEMENT



Managing Clients

Introductory 40

Reputation is everything in the PR and communications industry and consistently having positive relationships with clients leads to a calmer work day and a higher level of productivity. In this seminar, attendees will explore how to create and maintain the relationships necessary for a fruitful career.

London 7th November, 2017 • 14th February, 2018 • 11th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Ruth McNeil MPRCA • Full Day

Adding Value in your Client Relationship

Intermediate 20 NEW

There can often be a barrier between truly understanding what success looks like for clients and how they can really add value in their client relationships. Understanding this is a critical component that sets apart brilliant PR agencies and gives individuals greater satisfaction in working with their clients. This seminar aims to build understanding of client relationships, keeping clients loyal, and building progress.

London 10th November, 2017 • 13th February, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Lara Molins Caplin MPRCA • Half Day

Building Successful Client Relationships

Intermediate 40

It is important to build long-lasting client relationships formed on the basis of trust to ensure that cooperation becomes the norm. This seminar will demonstrate how to engage with clients in order to build strong ties and effective communication.

London 15th January, 2018 • 3rd May, 2018 • 23rd July, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Emma Ewing MPRCA • Full Day

You and your Clients: A Coaching Session

Advanced 20

This seminar offers a genuine and personalised approach that will allow you to take in valuable information to improve and find solutions for client communications.

London 11th September, 2017 • 22nd January, 2018 • 1st May, 2018 •
2nd August, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Emma Ewing MPRCA • Half Day

Monitoring Client Satisfaction Levels

Advanced 20

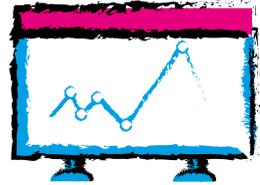
Requirements for satisfaction are not only unique to each individual customer but they can also be extremely difficult to quantify. This course will explore standards for employee conduct where interactions with customers are concerned (both from a point-of-sale and a customer service perspective). Then you can implement procedures and guidelines to ensure customer satisfaction and measure their success.

London 29th November, 2017 • 6th March, 2018 • 29th May, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Neil Backwith FPRCA • Half Day

FINANCE & PROFITABILITY



Understanding Finance

Advanced 10

This online course provides an overview of the key aspects of finance including purpose and workings of the management accounts, annual financial statements, and various factors to consider in order to feel comfortable with how they are presented and what they are telling the reader.

Online 17th November, 2017 • 5th March, 2018 • 22nd June, 2018 • 22nd August, 2018

Member £95+VAT **Non-member** £120+VAT

Trainers: Francesca Robe MPRCA • 90 Minutes

Growing your Current Clients: How to Generate More Income from Existing Clients

Advanced 20

Growth in any area of business is important but no more so than with your client base. PR and communications firms generally throw more resources at winning new clients than growing their existing ones, an unnecessary and short-sighted risk. This course demonstrates that most firms are missing growth opportunities and identifies ways to deliver faster growth and greater profitability.

London 14th November, 2017 • 20th March, 2018 • 19th June, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Neil Backwith FPRCA • Half Day

Business Development Planning Techniques

Advanced **40**

Business development planning is a combination of numerous individual tasks that have a goal of implementing and developing growth opportunities within an organisation. It is related to all-round development of a particular business, which makes it enriching and fruitful. It is a mixture of commerce, business, and organisational behaviour theories. This workshop will guide you in building a development plan and creating a sales strategy to achieve company growth.

London 5th September, 2017 • 30th November, 2017 • 13th February, 2018
18th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Joanna Sadie MPRCA • Full Day

Establishing Profitable Contracts, Terms, and Conditions: Understanding What Matters in Contract Negotiation

Advanced **20**

Contract negotiations can be an extremely intimidating experience, so get to grips with the jargon and pick up some crucial negotiation techniques to make sure you reach the right conclusion. Contract negotiations can have disastrous effects on profitability and productivity and this course will teach you when to accept terms and conditions and when to walk away.

London 7th November, 2017 • 28th February, 2018 • 22nd May, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Neil Backwith FPRCA • Half Day

Managing Professional Communications Agencies: Part 1 - Looking Inside Your Firm: How to Manage for Optimum Profitability

Advanced 

This course is the first part of a two-day training event that gives Directors, potential Directors and Senior Account handlers the essential commercial and business management skills. This course will help delegates to see that financial understanding is a critical skill for successful Senior Account handlers and Board Directors.

London 4th October, 2017 • 16th January, 2018 • 10th April, 2018

Manchester 17th April, 2018

Edinburgh 10th May, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Neil Backwith FPRCA • Full Day

Managing Professional Communications Agencies: Part 2 - Looking Outside to the Market: How to Grow whilst Maintaining Margin

Advanced 

This is the second part of a two-day training event that gives Directors, potential Directors, and Senior Account handlers essential commercial and business management skills. This second day helps delegates to understand the key factors involved in winning, managing, and growing client accounts profitably. It examines the factors affecting client profitability and how to monitor and control them.

London 18th October, 2017 • 6th February, 2018 • 24th April, 2018

Manchester 15th May, 2018

Edinburgh 5th June, 2018

Member £305+VAT **Non-member** £370+VAT

Trainer: Neil Backwith FPRCA • Full Day

Controlling Over-Servicing: The Principles of Billable and Non-Billable Time

Advanced 

Your time is a precious commodity and spending too much time on clients is an easy trap to fall into. This course addresses your admin and delegation skills and asks why it is that PR and communications firms generally spend too much time on their clients than they need to. It looks at the causes and the cures as well as how to monitor and control staff utilisation.

London 31st October, 2017 • 20th February, 2018 • 8th May, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Neil Backwith FPRCA • Half Day

Setting Your Hourly Rates: Ensuring your Rates Deliver your Desired Profitability

Advanced 

Make sure you aren't selling yourself short with this essential masterclass in setting hourly rates. You will look at the rights and wrongs of day rates versus hourly rates, individual rates versus 'team/blended' rates and the relations between rates and billable hours.

London 2nd September, 2017 • 13th March, 2018 • 12th June, 2018

Member £170+VAT **Non-member** £215+VAT

Trainer: Neil Backwith FPRCA • Half Day

PRCA ACCREDITED TRAINERS

Our trainers are all approved practitioners with a wealth of experience both as practitioners and training providers. Many currently run their own consultancies or PR and communications teams, and hence provide relevant insights along with practical examples and structured learning.

Visit www.prca.org.uk/training/meet-the-trainers for full biographies.

Adrian Wheeler FPRCA

Adrian works as a Non-executive Director with five consultancies, as a partner in Agincourt Communications, and as a PR trainer and media trainer. He was awarded the Sir Stephen Tallents Medal in 2010.

Alice Newsham MPRCA

Alice is an Account Director at integrated communications agency, Citypress, and former chairman of the PRCA NextGen committee in the North West. She is a specialist in strategic media relations and internal communications.

Alison Clarke FPRCA

Alison has over 25 years' consultancy experience working with some of the world's best-known global corporations advising on reputation, the effective implementation of multi-market strategies, CEO counsel, and crisis and issues management.

Amanda Coleman FPRCA

Amanda is a specialist in public sector communications and in developing public relations with a dwindling budget. Amanda provides advice and support to many organisations on integrating social media into their communication.

Andrew Smith MPRCA

Andrew is a specialist in digital communications and Managing Director of Escherman, a specialist social media, PR, and analytics consultancy. His areas of expertise include SEO, blogging, and digital analytics.

Andy Green MPRCA

Andy is an international expert in brand story and creativity and founder of storytelling training consultancy 'Story Starts Here'. He is an award-winning PR practitioner delivering training on PR strategy, crisis management, and content marketing.

Visit www.prca.org.uk/training or email training@prca.org.uk



Ann Wright MPRCA

Ann is Co-founder of Rough House Media which equips clients with confidence in how they manage the media. She has specialist knowledge of a range of sectors, including education, engineering, culture, and heritage.

Betsy Reed CMPRCA

Betsy is a sustainability communications expert who has spent more than 15 years working in communications, on campaigns and as a consultant in the corporate, public, and charitable sectors. She is the Director of her own consultancy 'Big Sky'. The hallmarks of her training approach are insightful content, interactive formats, and practical application.

Bertille Calinaud MPRCA

Bertille is a Senior Inclusion and Diversity Consultant. She has experience in delivering mental health training for various clients. She focuses on ensuring delegates leave with practical solutions they can implement for themselves and their colleagues. She has worked for the higher education sector and central government as a diversity professional.

Bill Moir MPRCA

Bill is an Internal Marketing Consultant and Learning and Development Specialist. He focuses on the design and delivery of appropriate training solutions drawn from the changing organisational needs of his clients.

Chris Lee MPRCA

Chris has been in the media industry as PR, technology journalist, blogger, and digital strategist. He also developed Grayling's online crisis communications simulator, 'Storm', and brings a tried and tested integrated vision to communications.

Claire Bridges MPRCA

Claire is a creativity expert and founder of the leading creative training consultancy 'Now Go Create'. Her training shares the science, secrets, and skills that marketing and communications experts use to generate strategy and ideas.

Claire Walker FPRCA

Claire is founder of Firefly Communications, which has a strong reputation for people and development. Claire is profiled one of Britain's Top 100 influential business women. She specialises in management and networking skills.

Colin Wheeler MPRCA

Colin is Managing Director of Survey Solutions Limited, a business delivering specialist employee and customer research consulting services. He is also an Associate at The Measurement Practice and is a member of the International Board of International Association for Measurement and Evaluation of Communications.

Emanuela Giangregorio MPRCA

Emanuela is a qualified PRINCE2 practitioner and associate lecturer in the London School of Business and Finance. She applies methodology in a way that practically aligns with every individuals' project, organisation, and industry.

Emma Hazan MPRCA

Emma Hazan is MD of Consumer at Hotwire. She is responsible for the creative direction and growth of all things consumer across Hotwire's offices globally. With over 15 years' experience in the PR industry across technology and consumer lifestyle brands, Emma has played a key role in some of the most exciting PR initiatives in the last 10 years.

Emma Ewing MPRCA

Emma is a PR trainer, coach, and consultant with a particular interest in communication, people management, and personal effectiveness. She advises and trains in a range of organisations from every industry in the UK and around the world.

Francesca Robe MPRCA

Francesca Robe has worked with Kingston Smith since 2009 and is responsible for a portfolio that consists of clients operating within the marketing, media, and technology services sectors. She works with independent businesses ranging in size from small start-ups through to international groups. Francesca works with her clients on a wide range of services including audit, annual accounts, management accounts corporate tax, company valuations, cash-flow forecasting, employee incentive schemes, and due diligence.

Jayne Constantinis MPRCA

Jayne has a unique and unusual range of experience. It includes live announcing on BBC TV; business reporting on BBC World; fronting corporate programmes for blue-chip companies; moderating and speaking at live events; training individuals and groups to be confident communicators/speakers/presenters.

Joanna Sadie MPRCA

Joanna is a business skills trainer and coach, and the owner of a training and consultancy business called Leapfrog Strategy Consulting Ltd. She is a specialist in all sales and business development related strategy, skills, and techniques.

Katie King CMPRCA

Katie is a strategic marketing consultant, a social media trainer, and international conference speaker. She is Managing Director of PR and social media agency Zoodikers, and is the Chairman for the PRCA's South East/ East Anglia Group.

Lara Molins Caplin MPRCA

Lara has spent over 13 years in the industry working for some of the UK's biggest brands both as an agency PR at Weber Shandwick, Cohn & Wolfe, and Ketchum, and then as an in-house client where she ran the press office and b2b programme for Orange/EE. Lara now consults with agencies to help increase their client satisfaction levels and growth opportunities with clients.

Lionel Zetter FPRCA

Lionel is an independent public affairs consultant and was MD of Parliamentary Monitoring Services Ltd. He has written and spoken widely on politics and public relations, standing for the Conservatives in 2005.

Lorraine Forrest-Turner MPRCA

Lorraine is a freelance writer and communication skills trainer with over 30 years' experience in PR and marketing. She specialises in all aspects of writing training, and personal communication skills.

Majdi Al-Ayed MPRCA

Majdi's largest portfolio over the course of his career lies in the travel and tourism industry, specialising in crisis management. Majdi currently serves as Vice President – Network Affairs & UAE Managing Director of TRACCS.

Mélanie Chevalier MPRCA

Mélanie is the Founder and CEO of cross-cultural consultancy Creative Culture, which provides strategic, linguistic, and cultural insights for global brands including Aston Martin, Cointreau, Gü, Lipton, L'Oréal, MetLife, Orange and Sony, to ensure their strategies and campaigns cross borders successfully and consistently.

Michelle Bailey MPRCA

Michelle is an HR trainer, coach, and consultant. She is also a member of the CIPD, with significant experience in performance management and employment law.

Mike Daniels MPRCA

Mike Co-founded Report International, a global leader in media analysis, 25 years ago. During his time as Chair of AMEC, Mike actively supported the initial iteration of the Barcelona Principles, and the development of the first Valid Metrics Framework. Mike is Principal of The Measurement Practice, a specialist consultancy helping clients actively use measurement to drive enhanced communications and business performance.

Natalie Hughes MPRCA

Natalie is a specialist in social media marketing and digital content creation. She has helped shape the social media identities of some of the world's leading luxury brands.

Neil Backwith FPRCA

Neil is a highly experienced business manager. He is a specialist in agency/consultancy management having spent 10 years as a client and then 22 years with Porter Novelli.

Nick Fitzherbert MPRCA

Nick's current specialism for the PRCA is creative thinking. He is also known for his work in Presentation Skills and his authorship of Presentation Magic. Nick combines practical techniques with inspiration from music, movies, and magic.

Nickie Aiken MPRCA

Nickie is a senior corporate and media relations specialist with experience in crisis and issues management and journalism. She is particularly interested in how strategic media relations can help a business improve its bottom line.

Paul Inglefield MPRCA

Paul has worked in most areas of communications but has particular specialism in internal communications and public sector marketing. He is an award winning, accomplished coach and trainer.

Paul Mathieu MPRCA

Paul has spent his working life in journalism and public relations and offers high-impact PR writing training, being named agency 'Writer of the Year' for three years. He uses the training acronym 'FIT' for Fun, Interactive, and Tailored.

Richard Staskiewicz MPRCA

Richard is a Chartered Accountant and experienced management trainer. His finance training programmes can cover a variety of topics, including strategic planning and budgeting.

Robert Taylor MPRCA

Robert has spent more than a decade training political leaders from several countries, more than a thousand spokespeople for the Foreign and Commonwealth Office, the Department for International Development, and the British Council, including ambassadors and other senior embassy officials.

Russell Goldsmith MPRCA

Russell Goldsmith is Founder of Audere Communications and newly appointed Director of Conversis Corporate, a translation and localisation agency. He provides advice on digital broadcast, content creation, and aggregation strategy.

Ruth McNeil MPRCA

Ruth is a market research consultant and trainer with a background in both marketing and research. In particular, she gives courses on how best to handle and manage clients and on how to prepare and present presentations.

Visit www.prca.org.uk/training or email training@prca.org.uk



Sandra Buckle MPRCA

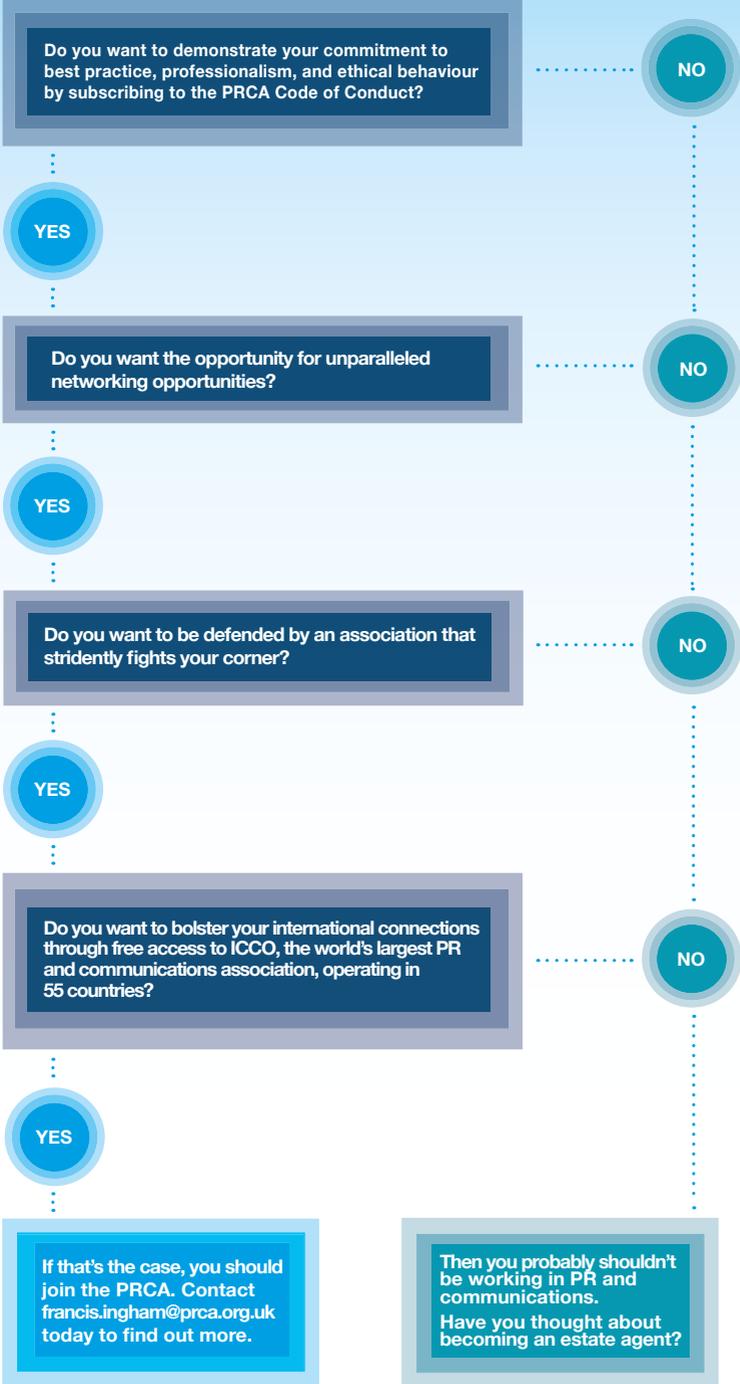
Sandra is a qualified PR and communications trainer and facilitator whose specialisms are people management and development. She is an advocate of the power of coaching in improving workplace performance.

Steve Dunne MPRCA

Steve is a specialist in training PR and marketing practitioners in the digital environment and how to survive and thrive. Steve also has extensive experience in crisis management, PR strategy, and client handling skills.

Trevor Morris FPRCA

Trevor is Professor in Public Relations at Richmond University and an author, consultant, and Non-executive Director. Trevor holds the 'Mark Mellor Award for Outstanding Contribution to the PR Industry' and is Agony Uncle for PRWeek.



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