

# PRCA Training

**FACE-TO-FACE**  
**WEBINARS**  
**QUALIFICATIONS**  
**BESPOKE**  
**APPRENTICESHIPS**

**September 2018 - August 2019**



## WELCOME TO PRCA TRAINING

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 154 courses now on offer, there is a PRCA training course suitable for those in every corner of the industry – whatever the stage of their career.

All 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.

**Face-to-Face Training** - We now deliver 108 courses in Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Glasgow, Leeds, London, and Manchester.

**Online Training** - For those limited by distance or cost, the PRCA delivers a series of 46 90-minute interactive webinars. Delegates attend these sessions live online in a virtual version of a face-to-face training course.

**Bespoke Training** - All of our courses can be tailored to the specific needs of your team and brought in-house at a time convenient to you.

**Qualifications** - PRCA Qualifications have been designed to help give you and your staff a clear and structured programme of professional development that helps you progress regardless of your 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, while 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.

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## 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 to 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 **Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Glasgow, Leeds, London, and Manchester.**



## BESPOKE TRAINING

Bespoke training offers your organisation a truly unique, in-house training experience, 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.

## FOUR REASONS WHY

### 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.

# 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.

## 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.

## Affordable

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.

## Accessible

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

Enquire at [training@prca.org.uk](mailto:training@prca.org.uk) or call 020 7233 6026.



# WHY A PRCA QUALIFICATION?

**Bespoke:** Choose from a range of optional courses alongside a set of mandatory modules and tailor the qualification to meet the demands of your career.

**Flexible:** With no compulsory enrolment date, you can begin your course at a time that works around your schedule.

**Relevant:** All our workshops are practical, with every session offering the chance to implement what is being taught.

**Recognised:** Each of our qualifications is recognised industrywide as a key indicator of professional competence and commitment.

# PRCA QUALIFICATIONS

## Intern Training Programme

This programme is a package of carefully selected training courses designed to help interns maximise the value of their work experience and become a more effective member of the team.

**Member £350+VAT      Non-member £450+VAT**

## PRCA Foundation Certificate FCert PRCA

For those at the start of their career in PR who are looking to fast track their development with a wide range of established PR and communication methods and tactics for a junior PR role.

**Member £750+VAT      Non-member £900+VAT**

## PRCA Online Certificate OCert PRCA

This qualification has been curated as a balanced introduction/refresher course for junior practitioners and is presented through a selection of introductory and intermediate webinars.

**Member £1,200+VAT      Non-member £1,500+VAT**

## PRCA Advanced Certificate AdCert PRCA

Aimed at practitioners moving to strategic roles with the responsibility of delivering effective campaigns for clients and the professional development of their colleagues and staff.

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

## PRCA Diploma Dip PRCA

For senior practitioners moving from strategic roles to leadership positions looking to take on responsibilities for growing income streams, developing structure, and inspiring their staff and colleagues.

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





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## 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.

All of our training courses contribute towards your CPD points. You'll find the number of CPD points each carries alongside the course description.

## HOW THIS BROCHURE WORKS

Courses are arranged by subject and fall into four levels:

### Foundation Courses

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

### Practitioner 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.

### Senior Practitioner 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:

CPD Points   

Webinars 

## 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.

Fast Track is open 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:

**Itty Alimi MPRCA** on  
020 7233 6026 or  
email [Itty.Alimi@prca.org.uk](mailto:Itty.Alimi@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 that are right for them, rather than telling them what to do. It focuses on the barriers to action, confidence, strengths, 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 [Souha.Khairallah@prca.org.uk](mailto:Souha.Khairallah@prca.org.uk)

# TESTIMONIALS

## Qualifications

“Great teachers, valuable networking and conversation with the other people taking the courses, and a nice atmosphere at the venue. I have recommended to my colleagues and hope to take on another qualification when it is relevant to me.”

**Peter Carrol MPRCA**

“The quality of the training courses is excellent, the trainers are knowledgeable, friendly, and approachable. The variety of courses on offer allows you to choose appropriate courses for your specific needs. I feel I gained a really good grounding of the subject, improved understanding of some areas, and learnt afresh on many more.”

**Amy Hopson MPRCA**

## Bespoke

“Our PRCA Bespoke was incredibly timely, and tailored greatly to my work. I gained a lot of useful tools and approaches from the trainer that I’ll be applying going forward.”

**Markus Droemann MPRCA**

“The Bespoke session was really informative and the trainer introduced me to some new techniques that I’d never heard of before. I liked that we used real-life case studies on projects that people in the room were working on, as it demonstrated how the learning would be useful in day-to-day work.”

**Sinead Coogan-Jobes MPRCA**

## Online

“My webinar was engaging throughout, and I took on board a lot of advice which I feel will help me/my career very much.”

**Jennifer Love MPRCA**

“Personally, with webinars, when I’m taking the time out to watch them, I really need something where I have to be engaged – and I’ve thought just that with PRCA webinars.”

**Sarah Bartlett MPRCA**

## Face-to-Face

“From the start to the end of the day I received valuable insight and knowledge. The exercises were very useful, and I left feeling much more confident. I would recommend Face-to-Face Training for anyone in their PR career.”

**Julia Craggs MPRCA**

“I found my Face-to-Face course really useful. It was so tailored to each person’s needs and I feel like I have taken a lot away from it. “

**Sophie Harris MPRCA**



6  
 steps  
 to  
 ethical  
 professionalism

# Hire a PR Apprentice

The PRCA is the only provider of the PR and Communications Apprenticeship in the UK. With a stronger call for diversity in the workplace, apprenticeships bring in eager learners from all walks of life, turning them into PR practitioners.

Our free recruitment service makes hiring an apprentice cost effective and stress free, providing you with support from beginning to end.

Apprentices work full time whilst studying towards a Level 4 Higher Apprenticeship qualification, equivalent to the first year of a degree, and are supported by PRCA training.

The PR and Communications Apprenticeship is funded through the Apprenticeship Levy - if you don't spend your Levy fund within 24 months you will lose it. Non-Levy payers can train apprentices for as little as £900, with government assistance.

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The PRCA Apprenticeship Programme has been the most profound, life-changing experience I've ever had. I feel like a completely different individual to where I was 15 months ago; I feel confident, stimulated, and ambitious.

**Will Darby MPRCA**  
 Former PR Apprentice, Account Associate, Golin

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“

Thanks to the PRCA's quality selection process and ongoing assessments, we have had the benefit of a very capable and focussed apprentice... without any hassle or recruitment fees.

**Megan Greenwood MPRCA**  
 Founder, See.Saw Communications

”



“

The PRCA provided our apprentice with first class support throughout her apprenticeship, which gave her the skills and confidence to develop and grow within the workplace. She is now able to progress within the organisation and into professionalism.

**Shelley Spratt MPRCA**  
 Deputy Head of Corporate Communications, Cambridgeshire Constabulary

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# KEY SKILLS



## Introduction to PR and Communications

Foundation 40

This seminar is designed for those who would like to gain an understanding of everyday PR and communications activities. The session covers defining PR's role in the marketing and reputation mix, how to structure a basic campaign, and how to create a news story and sell it in to a journalist.

**London:** 18th September, 2018 • 19th October, 2018 • 20th November, 2018 • 25th January, 2019 • 19th February, 2019 • 19th March, 2019 • 17th April, 2019 • 25th June, 2019 • 30th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Birmingham:** 11th September, 2018 • 12th March, 2019

**Bristol:** 2nd October, 2018 • 12th February, 2019

**Manchester:** 9th October, 2018

**Glasgow:** 16th October, 2018

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Trevor Morris FPRCA • Full Day

## Budget Management

Foundation 40

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

**London:** 19th September, 2018 • 22nd January, 2019 • 21st May, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Richard Staszkiwicz MPRCA • Full Day

## Project Management

Foundation 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 needed to ensure a project is successfully instigated and implemented.

**London:** 3rd September, 2018 • 6th November, 2018 • 5th February, 2019

• 9th April, 2019 • 5th June, 2019

**Member** £325+VAT Non-member £390+VAT

**Birmingham:** 31st October, 2018 • 14th May, 2019

**Manchester:** 27th February, 2019 • 18th July, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Emanuela Giangregorio MPRCA • Full Day

## An Introduction to Sustainability for Communications Professionals

Practitioner 10

Communications professionals and agencies are increasingly required to communicate sustainability-related issues. Whether you work in-house or at an agency, this webinar will help you to get a better grasp on how to do it well.

**Online:** 22nd January, 2019 • 23rd July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Betsy Reed MPRCA • 90 minutes



## Negotiation Skills - NEW

Practitioner 20

In any area of PR and Communications and, in fact, in everyday life, negotiation is unavoidable. From working with suppliers or managers, up to client/agency discussions on metrics or budgets, this fundamental skill, if honed, could make all the difference to your efficacy at work and ultimately your career. This half-day workshop will teach you to negotiate more effectively, using tried and tested methods for practical application.

**London:** 14th September, 2018 • 23rd January, 2019 • 14th May, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Jane Fordham MPRCA • Half Day

## Ethics in PR and Communications

Practitioner 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:** 24th October, 2018 • 20th February, 2019 • 5th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Claire Walker MPRCA • 90 minutes



## Cultural Awareness

Practitioner 10

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 deceptive? When producing creative material, brands need to make sure 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:** 6th September, 2018 • 6th March, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Melanie Chevalier MPRCA • 90 minutes



## Planning a Strategic PR and Communications Campaign

Practitioner 40

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.

**London:** 19th September, 2018 • 30th October, 2018 • 5th December, 2018  
• 29th January, 2019 • 20th February, 2019 • 22nd March, 2019 • 1st May, 2019  
• 26th June, 2019 • 1st August, 2019

**Member** £325+VAT Non-member £390+VAT

**Manchester:** 26th March, 2019

**Belfast:** 6th November, 2018

**Glasgow:** 17th October, 2018

**Cardiff:** 13th November, 2018

**Leeds:** 22nd January, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Trevor Morris FPRCA • Full Day

## Measuring and Evaluating PR Campaigns

Practitioner 10

‘If you can’t measure it, you shouldn’t do it’ goes the old management mantra. This webinar examines every facet of evaluation and measurement for PR campaigns, from off-line to on-line, and illustrates which methods work best and how to implement them.

**Online:** 9th November, 2018 • 25th March 2019 • 25th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes



## The Science Behind Successful PR

Practitioner 10

“People tend to believe that the ideas which come to mind most readily are the most important... the principal determinant is the extent of media coverage”. So says Daniel Kahneman, a Nobel prize-winner and one of the ‘fathers’ of the new science of Behavioural Economics. We all know that PR works. So do our clients. But exactly how does PR produce its business effects? At last, Behavioural Economics is beginning to provide a scientific explanation. This online seminar describes the discoveries of BE and how we can use them in winning new business and in making our client relationships more profitable and longer-lasting.

**Online:** 15th October, 2018 • 7th January, 2019 • 6th May, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Adrian Wheeler FPRCA • 90 minutes



## Mastering Measurement for More Effective Communications

Senior Practitioner 20

Media analysis and research is increasingly seen as a strategic tool to create more effective communications, demonstrate accountability, and manage performance and resources. Good measurement is a strategic and tactical business decision support tool. This workshop is designed to enable delegates to cut through the complex and often jargon-riddled world of communications measurement and understand how it can deliver better and more impactful communications. It will enable communications leaders to demonstrate clearly their contribution to the business.

**London:** 28th November, 2018 • 27th March, 2019 • 31st July, 2019

**Member** £185+VAT Non-member £225+VAT

**Trainer:** Mike Daniels MPRCA • Half Day

# WRITING



## Press Releases to Tweets: Writing for Different Media

Foundation 40

Twitter is changing the PR world, offering a new, direct line of communication between businesses and consumers. And while the low-cost, low-risk 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.

**London:** 25th September, 2018 • 11th December, 2018 • 21st March, 2019 • 19th June, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Paul Mathieu MPRCA • Full Day

## Writing Effective Press Releases

Foundation 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:** 13th February, 2019 • 10th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Bristol:** 12th September, 2018 • 13th March, 2019

**Birmingham:** 7th November, 2018

**Leeds:** 10th October, 2018

**Glasgow:** 12th December, 2018

**Manchester:** 9th January, 2019 • 12th June, 2019

**Edinburgh:** 10th April, 2019

**Belfast:** 8th May, 2019

**Cardiff:** 7th August, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Ann Wright MPRCA • Full Day

## Getting to Grips with Grammar

Foundation 10

Good writing depends on flawless grammar. Ensure your credibility stays high for every word you write with this practical and lively session. This webinar will refresh your skills and help you avoid embarrassing mistakes.

**Online:** 19th October, 2018 • 30th January, 2019 • 26th April, 2019 • 2nd July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Emma Ewing MPRCA • 90 minutes



## Introduction to Writing for PR and Communications Practitioners

Foundation 40

This webinar is ideal for people new to writing for PR and communications and those who want to brush up on their core skills. You'll learn how to write press releases that appeal to journalists, how to avoid time-consuming mistakes and how to put a blog or article together.

**Online:** 19th October, 2018 • 30th January, 2019 • 26th April, 2019 • 2nd July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Emma Ewing MPRCA • 90 minutes

## Writing Effective Press Releases

Practitioner 40

Put aside what you're doing now and take a fresh view at press releases. Compare what you'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 your stories published.

**London:** 20th September, 2018 • 21st November, 2018 • 23rd January, 2019

• 12th March, 2019 • 16th May, 2019 • 17th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Lorraine Forrest-Turner MPRCA • Full Day

## Good B2B Media Writing

Practitioner 10

This highly-practical seminar shows delegates how to produce B2B media material which is just as interesting and engaging as the B2C stories which win awards. It explains what editors are looking for and how to encourage B2B clients to be more adventurous. Participants learn how to research and compose B2B stories according to the same rules which journalists are trained to use.

**London:** 11th October, 2018 • 29th November, 2018 • 10th January, 2019

• 7th March, 2019 • 9th May, 2019 • 4th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Belfast:** 6th September, 2018

**Bristol:** 5th December, 2018

**Birmingham:** 20th March, 2019

**Cardiff:** 6th June, 2019

**Glasgow:** 24th April, 2019

**Manchester:** 4th October, 2018 • 20th June, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Adrian Wheeler FPRCA • Full Day



## Honing your Copywriting Skills

Practitioner 40

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

**London:** 25th October, 2018 • 12th December, 2018 • 12th February, 2019  
• 16th April, 2019 • 12th June, 2019 • 13th August, 2019

**Member** £325+VAT Non-member £390+VAT

**Belfast:** 4th October, 2018

**Birmingham:** 19th September, 2018 • 2nd May, 2019

**Bristol:** 28th November, 2018

**Cardiff:** 17th October, 2018

**Edinburgh:** 1st May, 2019

**Manchester:** 20th March, 2019 • 11th July, 2019

**Leeds:** 24th April, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Lorraine Forrest-Turner MPRCA • Full Day

## Proofing and Editing Other People's Writing

Practitioner 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, and you'll learn the common grammatical, punctuation, and spelling errors so you can watch out for them.

**London:** 13th September, 2018 • 8th November, 2018 • 16th January, 2019  
• 14th March, 2019 • 14th May, 2019 • 9th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Belfast:** 20th February, 2019

**Bristol:** 26th March, 2019

**Cardiff:** 22nd May, 2019

**Edinburgh:** 15th November, 2018 • 24th July, 2019

**Glasgow:** 12th September, 2018 • 19th June, 2019

**Leeds:** 1st November, 2018

**Manchester:** 22nd November, 2018 • 5th June, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Lorraine Forrest-Turner MPRCA • Full Day

## How to Write a Winning Award Entry for the Future - NEW

Practitioner 10

Winning a PRCA award is a great way to attract new clients by bringing credibility to your organisation, setting you apart from your competitors and ensuring your work gets the attention it deserves. You can bring along your entry and compare it to our best and worst case studies.

**Online:** 22nd November, 2018 • 23rd May, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Victoria Tomlinson MPRCA • 90 minute

# DIGITAL



## Digital Landscape for PR and Communications

Foundation 10

Every PR campaign today must operate against the backdrop of a digital landscape. From social media to the digital media and from how people consume content to how they engage with organisations, you need to know which platforms to use, how to use them and get the best for your campaign. It's a 'must know' for every PR practitioner – this webinar keeps you updated with the information you need.

**Online:** 4th October, 2018 • 2nd April, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Harnessing the Power of Twitter for PR

Foundation 10

Twitter is perhaps the most natural of all the social media platforms for PR practitioners to use in everyday PR activity. But how do you use it for maximum effect? How do you build a meaningful follower base and how do you engage? What tools are available and what does a great PR campaign on Twitter look like? This webinar reveals all.

**Online:** 21st November, 2018 • 22nd March, 2019 • 24th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes

## How to Create an Effective Blog

Foundation 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:** 25th January, 2019 • 25th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Introductory Google Analytics for PR and Communications

Practitioner 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** 16th January, 2019 • 17th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Chris Lee MPRCA • 90 minutes

## Using Video in Social Media for PR and Communications

Practitioner 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:** 3rd October, 2018 • 6th February, 2019 • 12th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Russell Goldsmith MPRCA • 90 minutes

## The Power of Pinning: Pinterest Hacks for PR and Communications

Practitioner 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 in exciting and innovative ways. 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:** 14th February, 2019 • 15th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Natalie Hughes MPRCA • 90 minutes

## Digital Disruption – The Next Wave?

Practitioner 10 

PR is a fundamental driver in the new customer centric world, helping 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 and the Internet of things? Are HR teams ready to deliver the training which PR teams - both in house or agency - will require? Who will PRs compete with in this new world?

**Online:** 11th December, 2018 • 11th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Katie King CMPRCA • 90 minutes

## Developing a Digital Strategy

Practitioner 40

When it comes to undertaking PR activity in the digital field, the most common complaint of senior managers and clients alike is the lack of engagement and return on investment from digital campaigns. This workshop shows you how to plan a strategy, put all the building blocks into place that ensure a campaign that promotes meaningful engagement.

**London:** 11th September, 2018 • 18th October, 2018 • 8th November, 2018  
• 12th December, 2018 • 16th January, 2019 • 27th February, 2019 • 27th March, 2019 • 24th April, 2019 • 2nd May, 2019 • 19th June, 2019 • 7th August, 2019  
**Member** £325+VAT Non-member £390+VAT

**Bristol:** 29th November, 2018 • 14th March, 2019 • 25th July, 2019

**Edinburgh:** 1st November, 2018

**Leeds:** 24th January, 2019

**Manchester:** 30th May, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Steve Dunne FPRCA • Full Day

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

Practitioner 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:** 8th November, 2018 • 7th February, 2019 • 9th May, 2019 • 8th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Andrew Smith MPRCA • 90 minutes

## Understanding Search in a Social Media World

Practitioner 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:** 5th February, 2019 • 6th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Katie King CMPRCA • 90 minutes

## Creating and Curating Compelling Content for Social Media

Practitioner 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:** 5th December, 2018 • 4th April, 2019 • 7th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Katie King CMPRCA • 90 minutes

## Generating Sales with Social Media

Practitioner 10



As digital technology continues to evolve, successful digital transformation requires careful collaboration, thoughtful planning, and adaptability. A means of enhancing sales revenue is through creating a fantastic user experience to keep customers involved and engaged with your brand. 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:** 8th January, 2019 • 9th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Katie King CMPRCA • 90 minutes

## Supercharge PR Campaigns for LinkedIn

Practitioner 10



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. But how do you make the most of what LinkedIn has to offer? This webinar outlines how to go about building powerful PR campaigns through LinkedIn.

**Online:** 6th December, 2018 • 9th April, 2019 • 6th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Natalie Hughes MPRCA • 90 minutes

## Social Media Metrics

Practitioner 10



The digital field offers PR practitioners huge opportunities to implement effective campaigns. But how do you measure success? What tools are available? What are the best metrics for your campaign? What are the industry standards? This webinar demonstrates which social media metrics you need to deploy to bring a return on investment.

**Online:** 14th September, 2018 • 9th January, 2019 • 8th May, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Gaining Coverage in a Digital Media World

Practitioner 10



No area has been impacted more by digital than the media. With newspaper and magazine circulation in decline and a plethora of new digital media channels how do you ensure you get the best coverage for your client or brand? What content should you provide to support your story? How do you approach the digital platforms? And what is the best way for you to frame your story? This webinar gives you practical insights into ensuring you gain more coverage in the digital media for your client or brand.

**Online:** 2nd November, 2018 • 1st March, 2019 • 8th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Paid Media

Practitioner 10



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

**Online:** 29th November, 2018 • 30th May, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Chris Lee MPRCA • 90 minutes

## Making Great PR Campaigns with Instagram

Practitioner 10



Instagram is one of the world's most popular and successful social media platforms, and when it comes to PR campaigns it's very often a vital ingredient to successful engagement with target audiences. But how do you ensure you get the best results for your campaign? What does a successful Instagram campaign look like? What are the best tools to use? How do you measure your campaign? How do you seed and feed the content? How do you use stories to maximum effect? And how do you implement video to engage? This webinar shows you how to make the most of this great platform.

**Online:** 14th December, 2018 • 10th April, 2019 • 9th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Making Snapchat Work for PR Campaigns

Practitioner 10



For certain demographics Snapchat is the most popular and successful social media platform. But when it comes to PR campaigns, what is the best way to make a success of the platform? How do you ensure you get the best results for your campaign? What does a successful Snapchat campaign look like? What are the best tools to use? How do you measure your campaign? How do you seed and feed the content? And how do you use stories and video to maximum effect? This webinar show you how to make the most of Snapchat for your PR campaign.

**Online:** 16th November, 2018 • 18th March, 2019 • 24th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Facebook for PR and Communications

Practitioner 10



Facebook is the biggest social media network in the world, with 1.7 billion active users – and counting. But how can you harness the power of the platform? Discover how to create engaging content, grow your audience and make the most of Facebook's incredible analytics. Get the lowdown on Facebook's ads and how you can make them work for you. Plus, be in-the-know about the latest developments, from Facebook Live to Messenger. This webinar shows you how to make the most of the world's most popular social media platform, with handpicked case studies and takeaway tips.

**Online:** 23rd January, 2019 • 17th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Natalie Hughes MPRCA • 90 minutes

## Narrative by Numbers: How to Tell Powerful and Purposeful Stories with Data - NEW

Practitioner 20

Businesses are increasingly surrounded by vast quantities of data. The two core skills that everyone in the knowledge economy needs if they're going to thrive are analytics and storytelling – the ability to interrogate and make sense of data, and the ability to use the insights extracted from data to persuade others to take action. This half-day workshop will show you how to tell powerful and purposeful stories with data, without swamping your audience with numbers and statistics.

**London:** 7th December, 2018 • 12th June, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Sam Knowles MPRCA • Half Day

## Trends: Chart a Different Path to Understand What Matters - NEW

Practitioner 20

This course is designed to inform communications professionals of the latest trends in the industry and beyond. It will help them navigate what to implement, what to watch, and what to ignore.

**London:** 24th September, 2018 • 26th March, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** John Brown MPRCA • Half Day

# MEDIA HANDLING



## Selling into the Media

Foundation 40

It is, without doubt, the toughest job in the PR industry. Approaching a journalist with a story that may not be the strongest in the world and convincing them to run a piece on your client or your brand. And with thousands of other brands trying to catch the eye of the media competition is tough. This full day course will increase your hit rate significantly by giving you a tried and tested strategy for developing your story, selecting the media target and making a winning approach.

**London:** 6th September, 2018 • 3rd October, 2018 • 7th November, 2018  
• 11th December, 2018 • 15th January, 2019 • 26th February, 2019 • 26th March, 2019  
• 23rd April, 2019 • 21st May, 2019 • 18th June, 2019 • 6th August, 2019  
**Member** £325+VAT Non-member £390+VAT

**Belfast:** 27th November, 2018

**Birmingham:** 5th September, 2018

**Bristol:** 16th July, 2019

**Cardiff:** 20th March, 2019

**Edinburgh:** 29th January, 2019

**Glasgow:** 30th October, 2018

**Leeds:** 23rd January, 2019

**Manchester:** 24th October, 2018 • 28th May, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Steve Dunne FPRCA • Full Day



## Good Media Relations

Practitioner 10

This online seminar explains the increasing value of personal rapport with key media and describes how to establish relationships with journalists and editors, and how to maintain them. It talks about what journalists want and don't want, their working environment, what is news and what makes a story, how to pitch a story successfully, what to offer media outlets when they are interested, the value of pictures and clips, how to resolve problems, and how to become a trusted PR contact

**Online:** 26th November, 2018 • 4th March, 2019 • 1st July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Adrian Wheeler FPRCA • 90 minutes

## Influencer Relations

Practitioner 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:** 13th December, 2018 • 13th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Chris Lee MPRCA • 90 minutes



## Confidence, Clarity, Control – How to Become a Brilliant Spokesperson

Practitioner 20

Speaking on behalf of your organisation, or preparing your client to speak, is a challenge for all consultants. Whether in public, at a press conference or on broadcast media, such performances can make or break reputations. This course focuses on best practice and practical exercises to develop your confidence and your skills.

**London:** 21st September, 2018 • 7th December, 2018 • 21st March, 2019 • 13th June, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Jayne Constantinis MPRCA • Half Day

## Media Training and Media Interview Skills

Practitioner 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:** 28th September, 2018 • 20th March, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Robert Taylor MPRCA • Full Day

## Creating Great B2B Social Media Campaigns - NEW

Practitioner 10

A popular myth is that social media doesn't work effectively in B2B campaigns - but nothing could be further from the truth. In this webinar we reveal, through examples and case studies, how social media can increase the engagement of any B2B campaign. From developing a strategy to implementing dozens of tactics that are proven to work in this arena, we show how you can improve engagement and increase ROI for even the toughest B2B audience

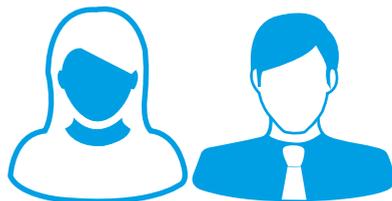
**Online:** 4th October, 2018 • 9th April, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes



# PEOPLE & PERFORMANCE MANAGEMENT



## Introduction to Management

Practitioner 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:** 23rd October, 2018 • 4th December, 2018 • 19th February, 2019 • 16th April, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Claire Walker FPRCA • Full Day

## Account Management

Practitioner 40

Without a doubt, the biggest leap of your career will be from account executive to account manager. Suddenly you are the first port of call for client complaints; you have a portfolio that must make a profit, a client strategy that needs to be implemented and staff that must be managed. You have to manage up, down and often at peer level too. And you must manage your time and that of others. This workshop takes you through every stage of one of the most difficult roles in PR and will help you be an effective account manager.

**London:** 12th September, 2018 • 23rd October, 2018 • 15th November, 2018  
• 13th December, 2018 • 17th January, 2019 • 28th February, 2019 • 28th March, 2019 • 25th April, 2019 • 23rd May, 2019 • 20th June, 2019 • 8th August, 2019

**Member** £325+VAT Non-member £390+VAT

**Cardiff:** 21st March, 2019

**Edinburgh:** 31st October, 2018 • 30th January, 2019

**Manchester:** 25th October, 2018 • 29th May, 2019

**Birmingham:** 28th November, 2018 • 15th August, 2019

**Bristol:** 4th September, 2018 • 17th July, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Steve Dunne FPRCA • Full Day

## Exemplary Line Management - NEW

Practitioner 40

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. The skillset of the line manager is a vital prerequisite for a successful career in communications.

**London:** 13th September, 2018 • 31st January, 2019 • 15th May, 2019

**Member** £325+VAT Non-member £390+VAT

**Birmingham:** 9th October, 2018

**Edinburgh:** 7th November, 2018

**Bristol:** 11th December, 2018

**Manchester:** 5th February, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Jane Fordham MPRCA • Full Day

## A Guide to Improving Your Gender Pay Gap - NEW

Practitioner 20

This classroom event will provide delegates with an understanding of what role the 'action plan' has in the reporting of gender pay. The session will explore, through a blend of straight content and group interaction, what practical solutions might help incite meaningful change in supporting working parents and female career progression. The session is aimed at leaders, HR teams, and those spearheading women's networks and initiatives in their business.

**London:** 18th October, 2018 • 18th April, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Anna Holloway MPRCA • Half Day

## Unconscious Bias - NEW

Practitioner 20

We all have bias, but do we realise the impact it has on our decision-making at work? At best, bias inhibits top quality decisions, and at worst it results in unfairness, poor outcomes and potential discrimination. Using case studies and practical examples, this is an ideal workshop to help delegates understand their own unconscious biases and the impact that these biases may have at work, to your customers, products, and business outcomes. The course is aimed at organisations that want to improve the quality of all decision-making, remove barriers and create an inclusive culture.

**London:** 30th November, 2018 • 29th May, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Debbie Epstein MPRCA • Half Day

## KPIs – How to Measure Performance in PR and Corporate Communications

Senior Practitioner 40

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 a holistic view of 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:** 3rd December, 2018 • 23rd April, 2019 • 13th August, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Michelle Bailey MPRCA • Full Day

## Motivating and Leading PR and Communications Teams

Senior Practitioner 40

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:** 29th October, 2018 • 7th February, 2019 • 27th June, 2019

**Member** £325+VAT Non-member £390+VAT

**Edinburgh:** 29th November, 2018

**Bristol:** 25th April, 2019

**Manchester:** 13th September, 2018

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Sandra Buckle MPRCA • Full Day

## Managing Performance to Improve Productivity

Senior Practitioner 40

This seminar will provide you with critical skills and tools to help you get the best out of each member of your team, addressing under-performance and fast-tracking talent with a focus on advanced coaching and motivational skills.

**London:** 27th September, 2018 • 6th December, 2018 • 7th March, 2019 • 6th June, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Sandra Buckle MPRCA • Full Day

## Effective Leadership - Skills and Behaviours Needed to Deliver Efficiency and Results

Senior Practitioner 40

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, 2018 • 4th December, 2018 • 5th March, 2019 • 4th June, 2019

**Member** £325+VAT Non-member £390+VAT

**Belfast:** 11th September, 2018

**Bristol:** 18th September, 2018

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Sandra Buckle MPRCA • Full Day

## HR for PR and Communications Practitioners

Senior Practitioner 40

This seminar has been designed for those responsible of 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:** 25th September, 2018 • 24th January, 2019 • 23rd May, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Michelle Bailey MPRCA • Full Day

## Talent Retention - NEW

Senior Practitioner 20

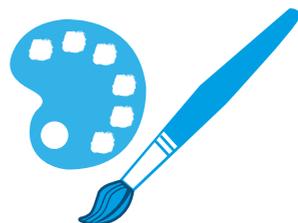
Most communications leaders feel that improving retention of their top talent remains one of their highest priorities. Hiring and training great people is difficult and expensive and losing them before they have realised their potential to the organisation is a critical problem. Finding ways to keep your best people motivated and engaged is a key part of running a sustainable and successful team or firm.

**London** 4th September, 2018 • 27th February, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Sally Costerton FPRCA • Half Day

# CREATIVE SKILLS



## Producing Engaging Content in Public Sector Communications

Foundation 10

The growth of social media has given public sector communicators a great way to maximise 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:** 10th December, 2018 • 13th June 2019  
**Member** £115+VAT Non-member £140+VAT  
**Trainer:** Amanda Coleman FPRCA • 90 minutes

## How to Nail the Creative Process from Start to Finish

Foundation 20

'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.

**London:** 10th December, 2018  
**Member** £190+VAT Non-member £235+VAT  
**Trainer:** Emma Hazan MPRCA • Half Day

## Unleash Your Inner Creative

Practitioner 10

Creativity is the one of the most valued skills in business. How much training have you and your teams had in techniques, brainstorm facilitation, generating & nurturing ideas? This training guarantees you'll walk away with a toolkit of idea-generating techniques and a raft ways to overcome creative burnout individually and as a team.

**Online:** 7th September, 2018 • 14th January, 2019 • 10th May, 2019  
**Member** £115+VAT Non-member £140 +VAT  
**Trainer:** Claire Bridges MPRCA • 90 minutes



## Creativity in B2B PR and Communications

Practitioner 20

Some B2B PR initiatives achieve spectacular results. Others are barely visible. The difference is creativity. This seminar describes tried-and-tested systems for individual and group idea generation. It shows how to pitch creative concepts to B2B clients and how to explain the link between creativity and sales. It uses real-life examples to demonstrate how to take a great idea through to successful execution with measurable results. It asks the question: 'Is there any real difference between B2C and B2B creativity?' and answers 'No'.

**London:** 15th October, 2018 • 26th November, 2018 • 7th January, 2019  
• 4th March, 2019 • 6th May, 2019 • 1st July, 2019  
**Member** £190+VAT Non-member £235+VAT  
**Trainer:** Adrian Wheeler FPRCA • Half Day

## Creativity - Transform your Capability

Practitioner 40

A workshop combining an all-you-need-to know overview with a creativity toolkit for more agile, flexible and creative thinking to unleash your potential, create profound insights and spot more opportunities. Transform how you overcome challenges from new business pitches, to tackling stale clients, and better brainstorming. Includes 1:1 creative coaching.

**London:** 3rd December, 2018 • 6th February, 2019 • 29th May, 2019 • 14th August, 2019  
**Member** £325+VAT Non-member £390+VAT

**Bristol:** 19th September, 2018  
**Cardiff:** 10th July, 2019  
**Glasgow:** 21st November, 2018  
**Leeds:** 16th January, 2019  
**Birmingham:** 6th March, 2019  
**Manchester:** 17th April 2018  
**Member** £175+VAT Non-member £225+VAT  
**Trainer:** Andy Green MPRCA • Full Day

## Aiming for the Heart - How to Bring Emotion Into your Communications Strategy - NEW

Practitioner 20

This course is designed to enable communications professionals to build campaigns around emotive responses rather than just clicks and column inches.

**London:** 28th September, 2018 • 28th March, 2019  
**Member** £190+VAT Non-member £235+VAT  
**Trainer:** John Brown MPRCA • Half Day

## Getting Maximum Impact from a Disappearing PR and Communications Budget

Practitioner 10

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

**Online:** 27th November, 2018 • 3rd June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Amanda Coleman FPRCA • 90 minutes



## Translation, Localisation and Transcreation

Practitioner 40

This webinar is essential to understanding the processes and procedures involved in translation, localisation, and transcreation. The course will consist of an in-depth exploration on how transcreation takes translation further than the adaptation of content in one language to another whilst protecting the meaning of the words.

**Online:** 6th September, 2018 • 14th March, 2019

**Member** £115+VAT Non-member £140 +VAT

**Trainer:** Russell Goldsmith MPRCA • 90 minutes



## Brand and Brand Storytelling

Practitioner 40

The way companies tell their stories has changed. No longer is it purely through advertising or journalists producing articles. Today, a brand's narrative can be told just as effectively through social media and crowd-sourced content. This is what delegates will explore and learn how to do.

**London:** 24th October, 2018 • 31st January, 2019 • 10th April, 2019 • 24th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Birmingham:** 13th September, 2018

**Bristol:** 27th March, 2019

**Edinburgh:** 27th February, 2019

**Glasgow:** 22nd May, 2019

**Manchester:** 11th October, 2018

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Andy Green MPRCA • Full Day

# CRISIS COMMUNICATIONS



## Crisis Management

Foundation 10

Failure to manage crises effectively can result in serious harm to stakeholders and losses for an organisation. This course defines critical concepts and useful resources on the best practices from a professional's knowledge of crisis management.

**Online:** 22nd November, 2018 • 4th April, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Nickie Aiken MPRCA • 90 minutes



## Crisis PR and Communications in a Digital World

Practitioner 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 catching the brunt of it. Delegates will learn how best to prepare themselves or their clients for an online crisis, as well as useful strategies and tactics to manage the immediate impact.

**Online:** 19th November, 2018 • 19th March, 2019 • 23rd July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Steve Dunne FPRCA • 90 minutes



## Crisis Communications Management

Practitioner 40

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.

**London:** 10th October, 2018 • 27th November, 2018 • 9th January, 2019

• 5th March, 2019 • 8th May, 2019 • 2nd July, 2019

**Member** £325+VAT Non-member £390+VAT

**Birmingham:** 4th September, 2018

**Bristol:** 4th December, 2018 • 4th June, 2019

**Manchester:** 2nd October, 2018 • 18th June, 2019

**Edinburgh:** 23rd October, 2018 • 25th June, 2019

**Leeds:** 2nd April, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Adrian Wheeler FPRCA • Full Day

# INTERNAL/IN-HOUSE COMMUNICATIONS



## Building an Internal Communications Campaign that Works

Foundation 10

A step-by-step overview of the key stages needed to develop an internal communications strategy for your organisation or 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.

**Online:** 18th September, 2018 • 21st February, 2019 • 16th May, 2019

**Member** £115+VAT Non-member £140 +VAT

**Trainer:** Paul Inglefield MPRCA • 90 minutes



## Developing an Internal Communications and Engagement Strategy

Practitioner 40

A stage-by-stage overview of the key stages needed to develop 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:** 16th October, 2018 • 23rd January, 2019 • 2nd May, 2019 • 18th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Paul Inglefield MPRCA • Full Day

## Managing Marketing Communications

Practitioner 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 co-ordinate 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 delegates how to create and manage all components of marketing communications.

**London:** 2nd October, 2018 • 11th April, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Steve Dunne FPRCA • Full Day

## Employee Change Communications

Practitioner 10

Change is constant. A cliché but true. Organisations are realising that employee communications and engagement are critical for change to be sustainable, and are increasingly looking to internal communicators to support change programmes.

**Online:** 13th November, 2018 • 21st March, 2019 • 11th June, 2019

**Member** £115+VAT Non-member £140 +VAT

**Trainer:** Paul Inglefield MPRCA • 90 minutes



## Stakeholder Relationship Management

Senior Practitioner 40

Who matters? What do they know, think or feel about us today? What do we want them to know, think and feel? What messages and communications channels or vehicles will we use to bring about the required change? How long will it take, and how much will it cost? What's a realistic target? This seminar describes the stakeholder approach to planning a communications programme. It demonstrates a series of analytical and planning tools, each with a scenario-based exercise. The object is to simplify the planning process and clarify presentations to management. The seminar uses real-life examples to show how these planning tools work.

**London:** 16th October, 2018 • 12th March, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Adrian Wheeler FPRCA • Full Day

## Moving from Internal Communications to Employee Engagement

Senior Practitioner 10

Getting the best from the workforce is not a 'nice to have' it is essential. Employees are the businesses biggest asset and if they are fully supportive and involved it can magnify what is achieved. They are the people making daily contact with customers and service users so when the interaction is good it builds confidence in the business. The key is to move from broadcasting to staff to engaging and involving them. The time is right to stop talking about pushing messages through channels and to start identifying how to give employees a stake in the business.

**Online:** 5th December, 2018 • 6th June, 2019

**Member** £115+VAT Non-member £140 +VAT

**Trainer:** Amanda Coleman FPRCA • 90 minutes



# PUBLIC AFFAIRS



## Introduction to Public Affairs

Foundation 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:** 7th November, 2018 • 13th March, 2019 • 4th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Lionel Zetter FPRCA • 90 minutes



## Building a Public Affairs Strategy

Foundation 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:** 27th September, 2018 • 10th January, 2019 • 20th June, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Nickie Aiken MPRCA • Half Day

## Managing a Public Affairs Crisis

Practitioner 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 they materialise and how to manage a possible crisis.

**London:** 22nd November, 2018 • 4th April, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Nickie Aiken MPRCA • Half Day

## New Approach to Reputation Management in the Public Sector - NEW

Practitioner 20

This course is designed to assess the role that reputation management should have within public sector communications. It will consider building reputation in relation to ethics and professional conduct. The workshop will also look at reputation management during both a crisis and the average working day

**London:** 1st November, 2018 • 1st May 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Amanda Coleman FPRCA • Half Day

## Running Effective Political Campaigns: Influence the Political Agenda

Practitioner 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:** 10th January, 2019 • 20th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Nickie Aiken MPRCA • 90 minutes



## Advanced Public Affairs

Senior Practitioner 20

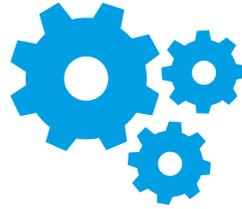
This seminar places a great emphasis on the art of lobbying, managing public affairs teams, and international governments, whilst defining types of lobbying and deconstructing the processes involved.

**London:** 7th November, 2018 • 6th March, 2019 • 11th July, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Lionel Zetter FPRCA • Half Day

# PERSONAL SKILLS



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

**Personal Skills** 40

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 your 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:** 5th September, 2018 • 6th December, 2018 • 14th March, 2019 • 11th June, 2019  
**Member** £325+VAT Non-member £390+VAT

**Bristol:** 27th September, 2018 • 29th January, 2019

**Birmingham:** 2nd October, 2018 • 26th February, 2019

**Manchester:** 27th November, 2018 • 12th March, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Jayne Constantinis MPRCA • Full Day

## Build Brand 'You' in 9 Minutes a Day

**Personal Skills** 10

You work in a world of brands. You craft them to create impact, advantages, stand out, 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:** 3rd October, 2018 • 6th February, 2019 • 4th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Natalie Hughes MPRCA • 90 minutes



## How to Manage your Time and Workload more Effectively

**Personal Skills** 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:** 15th November, 2018 • 12th March, 2019 • 9th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Alice Newsham CMPRCA • 90 minutes



## Successful Networking

**Personal Skills** 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:** 24th October, 2018 • 5th December, 2018 • 20th February, 2019

• 17th April, 2019 • 5th June, 2019 • 7th August, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Claire Walker FPRCA • Half Day

## Becoming Confident and Assertive

**Personal Skills** 20

After this course 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:** 5th October, 2018 • 18th January, 2019 • 4th April, 2019 • 11th July, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Emma Ewing MPRCA • Half Day

## Presentation Skills

### Personal Skills 40

Being able to deliver effective presentations is an absolute must for PR people, especially when presenting campaigns to bosses, colleagues and clients, or when pitching for new business. This interactive full-day course is aimed at anyone who has to make presentations or who wants to improve their public speaking skills.

**London:** 26th September, 2018 • 31st October, 2018 • 14th December, 2018  
• 30th January, 2019 • 22nd February, 2019 • 3rd April, 2019 • 3rd May, 2019  
• 9th July, 2019 • 15th August, 2019

**Member** £325+VAT Non-member £390+VAT

**Bristol:** 3rd October, 2018 • 13th February, 2019

**Birmingham:** 12th September, 2018 • 13th March, 2019

**Manchester:** 10th October, 2018 • 27th March, 2019

**Edinburgh:** 12th December, 2018

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Trevor Morris FPRCA • Full Day

## Mastering Persuasion and Influence

### Personal Skills 40

Need people to take action? Learn how to get others on board with your ideas, suggestions and advice. This course allows you to identify your current influencing style and add more communication tactics to your repertoire, so that you get better results with less pain. You'll feel confident to collaborate more successfully with others and know how to avoid the mistakes most people make when handling objections.

**London:** 4th October, 2018 • 22nd January, 2019 • 2nd April, 2019 • 18th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Emma Ewing MPRCA • Full Day

## Communicate for Impact: Get Better Results from all your Meetings, Phone Calls, Teleconferences, and Emails

### Personal Skills 40

This practical and interactive session will help you overcome common issues that PR and communications professionals face at work. After the course you'll be able to express your ideas clearly and concisely, whatever the situation. Learn how to handle difficult questions, ask better questions yourself, and write emails that are acted on rather than ignored. Avoid the mistakes most people make when trying to be heard in a meeting and discover the six-point framework that will drive any conversation forward.

**London:** 20th November, 2018 • 13th March, 2019 • 9th May, 2019 • 3rd July, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Emma Ewing MPRCA • Full Day

## Climbing the PR and Communications Career Ladder

### Personal Skills 10

Did you picture yourself as an Account Executive ten or 15 years ago when you joined your current public relations firm? While the world of an Account Executive is not particularly easy, PR Managers face complicated issues on a daily basis. This interactive online course will teach you how to develop skills and personal qualities to help you progress up the PR ladder.

**Online:** 12th December, 2018 • 11th April, 2019 • 13th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Alice Newsham CMPRCA • 90 minutes

## Wellbeing at Work – An Introduction to Stress and Mental Health - NEW

### Personal Skills 10

A positive way to approach this subject is to view our mental wellbeing in much the same way that we have been approaching our physical wellbeing in recent years. With a proactive mindset, building 'good health', adopting life styles and working practices to optimise our good health to make us more resilient to the challenges we may face.

**Online:** 11th October, 2018 • 7th February, 2019 • 7th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Jane Fordham MPRCA • 90 minutes

## Rest, Recovery and Recharge - The Value of Sleep - NEW

### Personal Skills 10

This webinar will take a look at some high level science and theories to provide context to our rest, recovery & sleep patterns. We will explore the positive impact that effective rest can have on our working (& personal lives) and identify some practical tips and tools to enable you to recharge more effectively.

**Online** 12th October, 2018 • 8th February, 2019 • 27th June, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Jane Fordham MPRCA • 90 minutes

## Everyday Mindfulness – An Introduction - NEW

### Personal Skills 10

This webinar will explore how to bring mindfulness techniques into our daily lives, as a powerful stress management and resilience tool, combating the myriad daily pressures.



**Online:** 15th November, 2018 • 8th March, 2019 • 4th July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Jane Fordham MPRCA • 90 minutes

## Women in Senior Leadership: A Guide to Taking Charge of your Career

### Personal Skills 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** 6th November, 2018 • 20th March, 2019 • 11th July, 2019

**Member** £115 +VAT Non-member £140 +VAT

**Trainer:** Emma Ewing MPRCA • 90 minutes

# WINNING NEW BUSINESS



## Your Role in a New Business Pitch

### Foundation 10

You are new to working in an agency and you are taking part in your first or second new business pitch. You want to shine and play a role in winning the account. It's nerve-racking. We have all been there. Perhaps you have been told what to do and say... perhaps you are not sure. Either way, this online seminar is designed to help you understand exactly what goes on in a new business pitch, what clients are looking for and how to perform at your very best on the big day. The seminar offers advice on how to look, how to behave, how to speak and how to make an impression which will help your agency win the pitch. You may be surprised to hear that experienced clients concentrate in the 'juniors' rather than the 'seniors' in a new business pitch. Here are some useful tips.



**Online** 28th November, 2018 • 6th March, 2019 • 3rd July, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Adrian Wheeler FPRCA • 90 minutes

## Better Pitching

### Practitioner 20

Pitching is a critical part of consultancy life. It's a competitive world and client prospects want to assess the market, review the talent pool and test the promises of those they meet. Agency life is busy enough as it is and as a result one of the most critical elements of our business plan is too often left to the last minute, or is squeezed in between everything else we have to do! This course is rooted in understanding of consultancy dynamics and will provide a practical guide through the process from brief to presentation or submission. If followed, the recommendations made will make a difference to your pitch success.

**London:** 21st November, 2018 • 20th March, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Alison Clarke FPRCA • Half Day

## Communicating in the Middle East and North Africa

Practitioner 10

The Middle East and North Africa can be an altogether alien world for newcomers to the region 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:** 4th September, 2018 • 5th March, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Majdi Al-Ayed MPRCA • 90 minutes



## New Business: Theory and Application from the Experts

Practitioner 20

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:** 31st October, 2018 • 13th March, 2019 • 10th July, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Owen Morgan MPRCA • Half Day

## Smarter Prospecting

Senior Practitioner 20

For an industry experienced in raising the profile of organisations, people, products and services, we are often really poor at doing the same for ourselves. This practical session will focus the mind on why it's important to have a plan and how a sales focussed culture is critical to success. It will also look at the importance of growing existing client relationships.

**London:** 18th September, 2018 • 21st February, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Alison Clarke FPRCA • Half Day

## Successful New Business Pitching

Senior Practitioner 40

Only one in four new business pitches wins. What factors will make your new business presentations beat the average? This seminar uses the presenter's experience of working with both agencies and clients to pinpoint the elements which will make your pitch stand out, create an emotional impact and achieve memorability (most don't). The seminar is designed for pitch leaders. How will you decide who to involve? Should junior people play a prominent role? Should you develop an agency 'playbook'? How will you use visual aids and props? You can win or lose the pitch at all five stages of the sales process. This seminar offers A to Z recommendations on setting a pitching strategy, winning a competitive advantage at all five stages, and landing the business.

**London:** 9th October, 2018 • 8th January, 2019 • 7th May, 2019

**Member** £325+VAT Non-member £390+VAT

**Birmingham:** 19th March, 2019

**Bristol:** 5th June, 2019

**Edinburgh:** 24th October, 2018 • 26th June, 2019

**Glasgow:** 23rd April, 2019

**Leeds:** 3rd April, 2019

**Manchester:** 3rd October, 2018 • 19th June, 2019

**Member** £175+VAT Non-member £225+VAT

**Trainer:** Adrian Wheeler FPRCA • Full Day

## Success with Procurement

Senior Practitioner 20

Most agencies avoid procurement if possible in a new business pitch. This is a mistake. Engaging with procurement will rarely win a pitch but it can be a deciding factor if all else is equal. This seminar describes how to understand procurement – who they are, how they are trained, how they are incentivised, what they are looking for, what they like and don't like: how to make a favourable impression on people whose understanding of PR is usually very different from the client's. The seminar explains the procurement 'value matrix', red flags, the ASCI table and other tools which procurement use in evaluating professional business services. Above all, it recommends talking to procurement in their own language, and describes what this is.

**London:** 28th November, 2018 • 6th March, 2019 • 3rd July, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Adrian Wheeler FPRCA • Half Day

# CLIENT MANAGEMENT



## Managing Clients

### Foundation 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, delegates will explore how to create and maintain the relationships necessary for a fruitful career.

**London:** 29th November, 2018 • 30th May, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Ruth McNeil MPRCA • Full Day

## Adding Value in your Client Relationship

### Practitioner 20

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 how to add value in your client relationships, keep clients loyal, and build progress.

**London:** 8th October, 2018 • 5th February, 2019 • 11th June, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Lara Molins Caplin CMPRCA • Half Day

## Client Management: A Strategic Guide to Successful Client Relationships

### Practitioner 40

Improve and develop your working relationships with each client so that you can concentrate on getting 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 you'll know how to approach each of your client relationships to build mutual trust, get things moving, and create value so that cooperation becomes the norm.

**London:** 1st November, 2018 • 24th January, 2019 • 30th April, 2019 • 16th July, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Emma Ewing MPRCA • Full Day

## Success with Brands and Brand Managers

### Practitioner 20

Brand managers often fail to understand the contribution that PR can make to their brand's success. Why is this? Few of them are trained to see where PR fits into marketing strategy. It's up to us to bridge this gap. This seminar describes how brand managers are trained, incentivised and think. It explains how we can make PR central to their planning – as it should be – and how to use the terms and ideas which will convince brand managers that we speak their own language. The seminar uses real-life examples to show how using PR can be a stand-out factor in brand managers' route to fame and fortune.

**London:** 12th October, 2018 • 30th November, 2018 • 11th January, 2019

• 8th March, 2019 • 10th May, 2019 • 5th July, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Adrian Wheeler FPRCA • Half Day

## Successful B2B Client Relationships - NEW

### Practitioner 20

Why are B2B clients so often averse to creative PR ideas? It's because they have a false notion of what makes a successful sales pitch to their own customers. They think it has to be dry, factual and dull. They are missing the point about emotional engagement, the heart and soul of successful PR. This seminar sets out to show, with real-life examples and practical tools, how we can encourage our B2B clients to be more adventurous. If your B2B client wants more coverage in the trade, technical and professional media – and dreams of exposure in major general-interest outlets – this seminar will give you some tried-and-tested techniques to bring about a transformation.

**London:** 17th October, 2018 • 11th March 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Adrian Wheeler FPRCA • Half Day

## You and Your Clients: A Coaching Session

Senior Practitioner 20

Want to try out effective communication tools that will sharpen your skills with clients? This engrossing and practical workshop allows you to benchmark your existing approach and learn how to improve your client communications, enabling you to manage a diverse range of clients both now and in the future. This session is entirely based around you and your needs, and numbers are restricted, so you'll leave the course with personal feedback and advice that you'll be able to use throughout your career.

**London:** 6th November, 2018 • 14th February, 2019 • 16th May, 2019 • 2nd August, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Emma Ewing MPRCA • Half Day

## Monitoring Client Satisfaction Levels

Senior Practitioner 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). You can then implement procedures and guidelines to ensure customer satisfaction and measure their success.

**London:** 4th September, 2018 • 27th November, 2018 • 26th February, 2019

• 28th May, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Neil Backwith FPRCA • Half Day

# FINANCE & PROFITABILITY



## Understanding Finance

Senior Practitioner 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** 23rd November, 2018 • 14th February, 2019 • 22nd May, 2019 • 14th August, 2019

**Member** £115+VAT Non-member £140+VAT

**Trainer:** Francesca Robe MPRCA • 90 minutes

## Growing your Current Clients

Senior Practitioner 20

This 'workshop' answers the question 'why do some firms seem to be able to grow much faster than others?' It looks at the source of 50% of our 'new' business - existing clients - and how to overcome the obstacles that seem to prevent us from growing our clients and winning additional business.

**London:** 12th September, 2018 • 8th January, 2019 • 2nd April, 2019 • 25th June, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Neil Backwith FPRCA • Half Day

## Business Development Planning Techniques

Senior Practitioner 40

Business development planning comprises numerous individual tasks and has the goal of implementing and developing growth opportunities within an organisation. It is related to the all-round development of a particular business that 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:** 24th September, 2018 • 13th December, 2018 • 3rd April, 2019

• 13th June, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Joanna Sadie MPRCA • Full Day

## Establishing Profitable Contracts, Terms and Conditions

**Advanced** 20

This 'workshop' session looks in detail at how we can avoid the pitfalls of contract negotiation by understanding how each individual element impacts the profitability of our firm. From cutting rates to payment terms, the impact on our bottom line can be dramatic - or not! It's all about the concept of 'trading' and this workshop provides you with the tools to be much more confident.

**London:** 18th September, 2018 • 9th January, 2019 • 24th April, 2019  
• 23rd July, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Neil Backwith FPRCA • Half Day

## Managing Professional Communications Agencies Part 1

**Senior Practitioner** 40

This is 'day 1' of a two-day programme designed to give directors, potential directors and senior account handlers the essential commercial and business management skills they will need to run a successful consultancy. Both days are complete sessions and do not have to be combined.

This session is all about how a professional service firm operates and the fundamental principles of selling time - the only complete business model for a consultancy business like PR. It starts with 'planning' (both strategic and financial) and continues by examining how to manage people in a 'time-based' business. It will help delegates to see that financial understanding is a critical skill for successful, senior account handlers and board directors – not just the FD. It demonstrates graphically how their actions can influence their firm's profitability by more than 100%. It focuses on the key levers that affect agency profitability and how they can be managed to ensure that account teams are effective without being over-worked or over-stretched.

**London:** 9th October, 2018 • 11th April, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Neil Backwith FPRCA • Full Day

## Managing Professional Communications Agencies Part 2

**Senior Practitioner** 40

This is 'day 2' of a two-day programme designed to give directors, potential directors and senior account handlers the essential commercial and business management skills they will need to run a successful consultancy. Both days are complete sessions and do not have to be combined.

This session is all about the relationship between client and consultancy and 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; it also looks at how contracts, terms and conditions can make or break profitability. The session aims to provide senior account handlers with the skills necessary to ensure that their agency is properly paid for the work that it does.

**London:** 17th October, 2018 • 18th April, 2019

**Member** £325+VAT Non-member £390+VAT

**Trainer:** Neil Backwith FPRCA • Full Day

## Monitoring Client Satisfaction Levels

**Senior Practitioner** 20

This 'workshop' session looks at the different ways we can monitor and assess both the quality of our work and our relationship with the client. It examines the informal 'assessment' process as well as more formal methods and discusses the benefits of both.

**London:** 4th September, 2018 • 27th November, 2018 • 26th February, 2018  
28th May, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Neil Backwith FPRCA • Half Day

### Controlling Over-servicing

Senior Practitioner **20**

This 'workshop' session looks at the biggest issue in managing any professional service firm: over-servicing. It examines in detail why we do it, what effect it has, how to reduce it and the impact it has on our profitability. This is probably the most important issue for any consultancy director to understand - and control!

**London:** 2nd October, 2018 • 15th January, 2019 • 10th April, 2019 • 16th July, 2019

**Member** £190+VAT Non-member £235+VAT

**Trainer:** Neil Backwith FPRCA • Half Day

### Setting Your Hourly Rates

Senior Practitioner **20**

This workshop session looks at the big question of 'how should we decide what to charge?' It discusses the difference between rates and fees, looks at the multitude of different terms we use from expenses to disbursements, and brings total clarity. Most importantly, however, it teaches you how to calculate (not guess or copy) your hourly rates.

**London:** 30th October, 2018 • 6th February, 2019 • 2nd May, 2019 • 8th August, 2019

**Member** £190+VAT Non-member £235+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](http://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 CMPRCA

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.

### Anna Holloway MPRCA

Anna has almost twenty years' experience successfully leading global communications strategies and promoting high profile brands, people and products on an international stage. She currently works with a network of consultants and partners with complementary expertise including accredited coaches and senior HR professionals – all have lived and breathed the challenges of being a working parent and come armed with bags of corporate experience and a commitment to improving female career progression at the heart of UK businesses.

**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.

**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 MPRCA**

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.

**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.

**Debbie Epstein MPRCA**

Debbie Epstein is a Senior Inclusion and Diversity Consultant at Inclusive Employers. She has experience in facilitating focus groups, conducting research, policy review, the development of best practice guidance and has been working on the new National Inclusion Standard. Debbie has facilitated workshops on a large range of diversity and inclusion topics for clients in the public, private and third sector and as well as developed e-learning products. Prior to this she worked as a diversity manager devising strategy, leading a team and designing and delivering diversity projects and interventions to generate improvements in organisational culture and behaviours.

**Emanuela Gingregorio 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.

**Jane Fordham MPRCA**

As a talent consultant and trainer, Jane draws on nearly 20 years' experience in the communications industry. With a particular interest in diversity & inclusion, employer branding and wellbeing, she continues to work with teams and speak at events on topics such as; the future of work, graduate recruitment, flexible working, and diversity & inclusion.

### **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.

### **John Brown MPRCA**

John has been in communications and branding for over a decade, working with clients such as Virgin Media, McAfee, Brompton and The Wellcome Trust and has helped manage global agencies such as Hotwire and Speed. Since launching his own agency Don't Cry Wolf, John has trained PR and communications practitioners and teams on creative campaigning, trends, and effective strategy.

### **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 CMPRCA**

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 performance management and employment law.

### **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 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.

### **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.



## Get recognised for PR excellence

**The PRCA is the place to come to gain a stamp of leadership in the PR and communications industry.**

We have our Communications Management Standard (CMS), the hallmark of PR and communications excellence. Available to agencies and in-house teams, not only is it an excellent tool for business growth, but it also demonstrates to your staff that you have a real commitment to their development.

Agencies that have their CMS can win business through the PRCA's Matchmaker service, our free for clients matching service – connecting brands and agencies.

The PRCA also has a wide range of awards programmes to gain international, national, and regional recognition, across the entire industry or within discreet sectors such as financial and digital. Recognition at this level builds your profile and wins you clients.

For more information about the PRCA's CMS and Matchmaker, contact [renna.markson@prca.org.uk](mailto:renna.markson@prca.org.uk).

For more information about the PRCA's awards programmes, contact [leo.fedorcio@prca.org.uk](mailto:leo.fedorcio@prca.org.uk).

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Strong account management is vital for maintaining client confidence. Our CMS assessment helped us check and strengthen our approach. It's online, focused, and very efficient.

**Neil Bayley MPRCA**  
Director and Head of Operations,  
Good Relations

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“

The PRCA's Matchmaker service has hooked us up with a number of clients paying substantial monthly retainers. It's great for clients as well, who receive a managed service that is completely free of charge.

**Emma Gerrett MPRCA**  
Business Development Manager,  
PHA Group

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“

The breadth of categories in the PRCA Awards is what enables us to showcase the range of exceptional work we do for our clients. The PRCA's are a must on the awards calendar.

**Matt Cross MPRCA**  
UK Managing Director,  
Hotwire

”



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