

**PRCA** | **50 YEARS**  
1969-2019



# PRCA Training

FACE-TO-FACE  
BESPOKE  
ONLINE  
MASTERCLASSES  
LEADERSHIP ACADEMIES  
APPRENTICESHIPS  
QUALIFICATIONS

September 2019 – August 2020





**Jim Donaldson MPRCA**  
PRCA Chairman and  
CEO, UK and Middle East,  
FleishmanHillard Fishburn

## Welcome to the PRCA Training Brochure for 2019–2020.

The PRCA is, and always has been, committed to providing practitioners with the highest quality training, regardless of their job level or location.

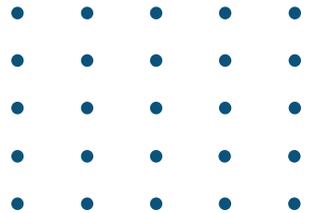
This brochure features training offerings designed for international learners, as well as those seeking to undertake more in-depth training. Regardless of their form or longevity, all training sessions are delivered by trainers with years of experience and strong expertise, to help you to achieve your career goals.

There are also 20 brand new courses to accommodate the rise in trends concerning PR and communications, which we hope you find useful.

We hope you enjoy reading this brochure and hope to welcome you onto a PRCA Training session soon.

## THREE-POINT QUALITY PROMISE

- 1.** Trainers will be marked out of 10 by delegates on categories including trainer knowledge, the content of the course, relevance of the case studies, and the overall experience of attending a session.
- 2.** If any PRCA trainer scores below 8/10 twice in a year, the trainer’s PRCA status will be reviewed.
- 3.** The delegate will receive a free webinar course if they are not satisfied by the learning outcomes of the training.



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

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

All of our courses have a practical focus, meaning the skills, techniques and best practice taught in our sessions can be used with immediate effect upon returning to work.

## FACE-TO-FACE TRAINING

We now deliver 75 courses in London, with the most popular also being offered at our national training centres in Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Glasgow, Leeds, Manchester, and Oxford.

## ONLINE TRAINING

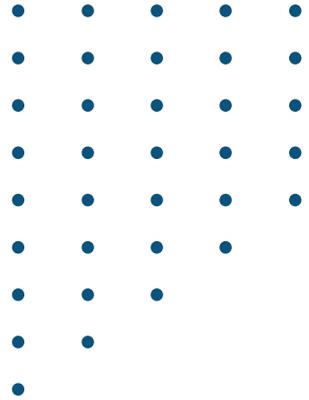
For those limited by distance or cost, the PRCA has a series of 90-minute interactive webinars, available to watch live or on demand from our Online Library. Delegates attend these sessions online in a virtual version of a face-to-face training course.

## 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

They 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.



## LEADERSHIP ACADEMY

It is aimed at PR and communications practitioners who are preparing to take their next step into leadership roles. They will learn the essential skills of leadership, negotiation skills, new business development, and much more.

The two-day academy will feature motivational speakers, workshops, training sessions, and one-to-ones.

## 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

Our apprenticeship programme welcomes fresh talent into the industry, by managing recruitment and training individuals from the ground up. With a retention rate of 75%, apprentices are given an opportunity to develop within PR and Communications upon completion.

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# FACE-TO-FACE TRAINING

The PRCA runs 75 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, Manchester, and Oxford.

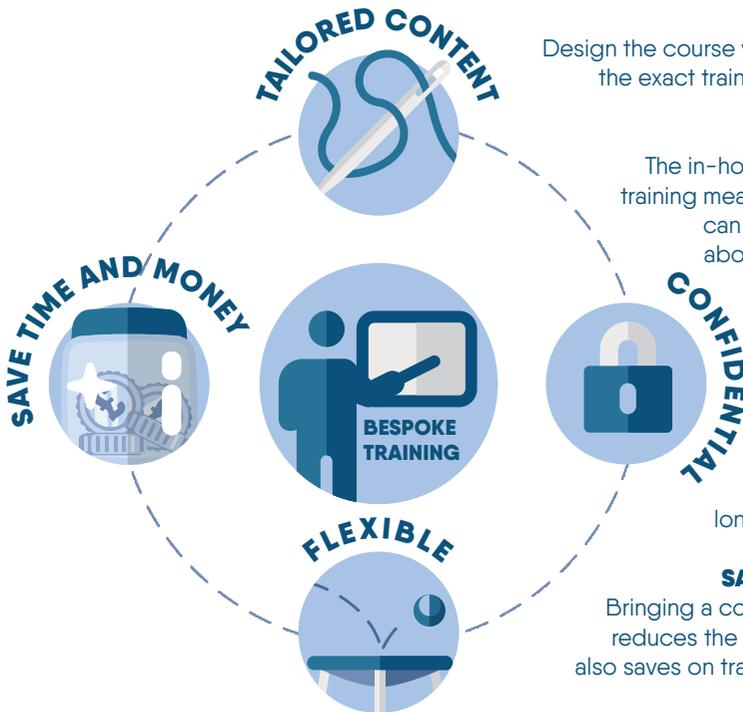


# BESPOKE TRAINING

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 YOU SHOULD USE BESPOKE TRAINING



### TAILORED CONTENT

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

### CONFIDENTIAL

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

### FLEXIBLE

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

### SAVE TIME AND MONEY

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

### HALF DAY

Member: £1,500+VAT  
Non-member: £1,800+VAT

### FULL DAY

Member: £2,500+VAT  
Non-member: £2,800+VAT

To book a Bespoke training session, contact the team at [training@prca.org.uk](mailto:training@prca.org.uk) or use the **Build Your Own Bespoke Training** tool on the PRCA website.

# ONLINE TRAINING

For individuals looking for a more flexible option, the PRCA offers 55 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 questions feed, and receive feedback in real time.

## CONVENIENT

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

## COST

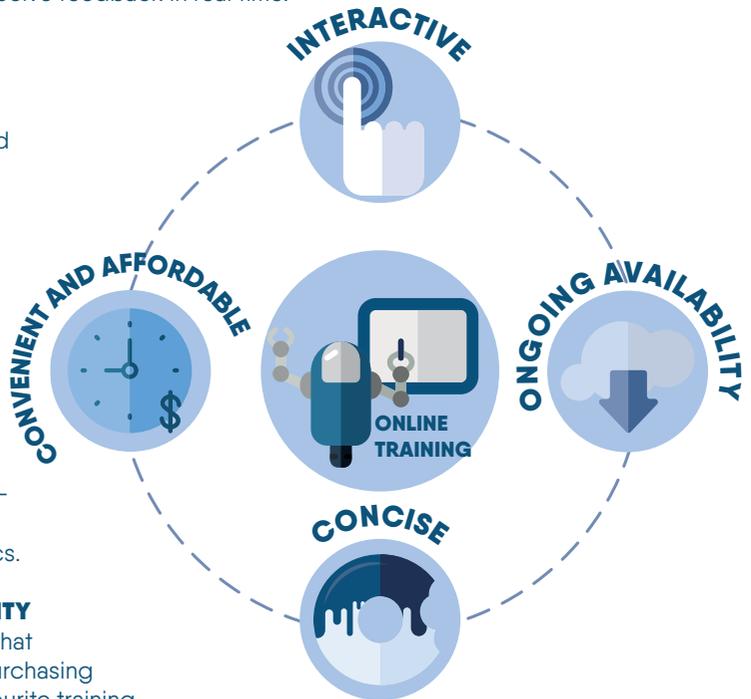
Train for less than a third of the cost of a face-to-face course, with minimal time away from work.

## CONCISE

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

## ONGOING AVAILABILITY

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



# ONLINE LIBRARY

PRCA Training has launched a brand-new Online Library, allowing practitioners across the globe to access webinars and online training at a time and place that suits them.

From *Introduction to Google Analytics for PR and Communications* to *Women in Senior Leadership: A guide to taking charge of your career*, the Online Library will have something for everyone.

Once a webinar is purchased, the video can be found in the **My Webinars** tab on your Account page.

Contact **[training@prca.org.uk](mailto:training@prca.org.uk)** for any further information.

## WHY CHOOSE PRCA ONLINE TRAINING?

Learn from expert PR practitioners at a time and place that suits you. All webinars in the Online Library can be watched on demand, giving you ease of time and comfort.

There is a variety of courses, with different levels and skill types, which you can browse through.

Recordings can be accessed for an unlimited time, so you can follow up on your learning at any point.

Recordings can be used for internal training sessions, lunch & learn events, and to train new starters at a convenient time for you.

Our trainers are available for follow-up questions and consultation, which PRCA Training can organise for you.



Member: £175+VAT Non-member: £215+VAT

# CRISIS MASTERCLASS

This two-day intensive seminar is designed to equip senior managers in agencies or PR teams to handle crises professionally. It shows how the negative effects of crises can be minimised and even reversed with thoughtful planning, preparation, and spokesperson management.

Day one focuses on steps PR leaders should take to be 'crisis-ready'.

Day two concentrates on the social media environment – looking at how to survive a blizzard and come out on top.

It also includes a four-hour, real-time simulation, putting all the seminar's recommendations into practice under extreme pressure.

All attendees will receive a **PRCA PR and Communications Crisis Management Diploma** upon completing the two-day masterclass.

**London:** 6<sup>th</sup> December, 2019 to 7<sup>th</sup> December, 2019

**MEMBER PRICE** £595+VAT

**NON-MEMBER PRICE** £695+VAT

**TRAINERS** Adrian Wheeler FPRCA  
Kate Hartley MPRCA

**LENGTH** Two Days



# DIGITAL MASTERCLASS

This two-day intensive seminar is designed to equip account executives/managers in agencies or PR teams to handle digital PR and communications professionally.

Day one focuses on creativity and social media, as well as running integrated PR campaigns.

Day two concentrates on understanding the digital native and proving return on investment, as well as how to harness AI and maintain the competitive edge.

All attendees will receive a **PRCA PR and Communications Digital Diploma** upon completing the two-day masterclass.

**London:** 31<sup>st</sup> October, 2019 to 1<sup>st</sup> November, 2019

**MEMBER PRICE** £595+VAT

**NON-MEMBER PRICE** £695+VAT

**TRAINERS** Danny Whatmough CMPRCA  
Candace Kuss MPRCA  
Steve Dunne FPRCA  
Katie King CMPRCA

**LENGTH** Two Days



# SELF-KNOWLEDGE, EMOTIONAL INTELLIGENCE & RESILIENCE MASTERCLASS

This one-day practical, interactive masterclass will help you develop your own personalised blueprint for long-term resilience and wellbeing to supercharge your own performance and that of your team, turning wellness into a strategic enabler.

Social science informs us that even the smallest shots of positivity can give someone a competitive edge, and truly positive mindsets have been proven to transform engagement and business impact. Also self-knowledge, EQ, and wellbeing in a leader's toolkit will drive impactful communications, and an ability to influence, engage and inspire a team – indeed all stakeholders.

All attendees will receive a **PRCA PR and Communications Self-Knowledge, Emotional Intelligence and Resilience Diploma** upon completing the one-day masterclass.

**London:** 3<sup>rd</sup> February, 2020

**MEMBER PRICE** £495+VAT

**NON-MEMBER PRICE** £595+VAT

**TRAINERS** Jane Fordham MPRCA  
Clara Wilcox

**LENGTH** Full Day



# WINNING THE WAR FOR TALENT MASTERCLASS

From brand building to optimising your recruitment

This one-day masterclass will give you the tools to examine your current talent position, the space to challenge your approach and the strategies to optimise your future. You will access two perspectives from two industry leaders to co-host this highly interactive day.

Part 1 will take us on a journey through communications in 2019 via EVP (employee value proposition), employer branding, culture, engagement and effective onboarding. In the afternoon we'll get practical with a review of a step-by-step recruitment process; where are all the good candidates?; optimising your interview process; navigating the offer stage; building your pipeline.

All attendees will receive a **PRCA PR and Communications Winning the War for Talent Diploma** upon completing the one-day masterclass.

**London:** 21<sup>st</sup> October, 2019

**MEMBER PRICE** £495+VAT

**NON-MEMBER PRICE** £595+VAT

**TRAINERS** Jane Fordham MPRCA  
Alexandra Lewington MPRCA

**LENGTH** Full Day



# PRCA LEADERSHIP ACADEMY

The PRCA Leadership Academy is aimed at PR and communications practitioners who are preparing to make their next step into leadership roles. They will learn the essential skills of leadership, budget management, crisis management, and much more. Each two-day academy will feature motivational speakers, workshops, training sessions, a live crisis simulation and one-to-one coaching sessions.

In the **live crisis simulation interactive training session**, attendees will experience what it's like to manage a live crisis as it unfolds on social and digital media. Using Polpeo's interactive crisis simulation platform, delegates will work in teams to manage a company's reputation as a crisis hits in real time. The session is designed to test and improve crisis handling skills, discuss approaches with peers and with the Polpeo trainers, and provoke discussion about how to create crisis plans that are robust enough to withstand an attack during a crisis. Also, every delegate will have a 30-minute, one-to-one coaching session to reinforce learning and discuss an action plan for their organisation or client.

All attendees will receive a **PRCA PR and Communications Leadership Diploma** upon completing the academy.

**Eynsham Hall, Oxfordshire:** 12<sup>th</sup> September, 2019 to 13<sup>th</sup> September, 2019

**Macdonald Bear Hotel, Oxfordshire:** 6<sup>th</sup> February, 2020 to 7<sup>th</sup> February, 2020

**MEMBER PRICE** £1,095+VAT

**NON-MEMBER PRICE** £1,295+VAT

This includes all training sessions, meetings, and presentations, one night's stay, a two-course lunch on both days, breakfast on day two, and a three-course evening meal on day one.



*The Leadership Academy is sponsored by*

**polpeo**  
Crisis Simulations

# FAST TRACK MENTORING SCHEME

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

This year we are opening the Fast Track scheme to all levels of the industry, from Executive level to Directors and CEOs, and it is open to agency, in-house, and freelance practitioners.

Each mentoring engagement lasts for a period of six months.

For more information about mentoring, contact **Itty Alimi MPRCA** on **020 7233 6026** or email **[Itty.Alimi@prca.org.uk](mailto:Itty.Alimi@prca.org.uk)**

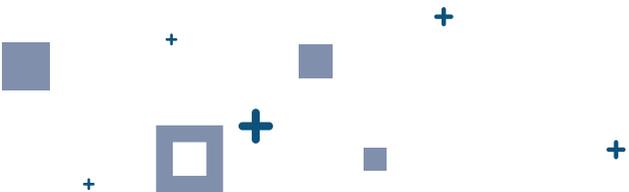
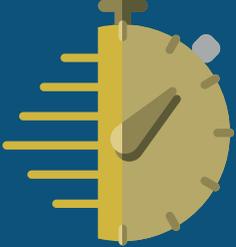
# SENIOR COACHING

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 **[training@prca.org.uk](mailto:training@prca.org.uk)**



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 industry-wide as a key indicator of professional competence and commitment.

# PRCA QUALIFICATIONS

PRCA Training offers a wide range of qualifications, including:

## **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 INTRODUCTORY 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**



# DIPLOMAS

## DIPLOMA IN CHANGE MANAGEMENT AND COMMUNICATION

**START DATES:** Monday 14<sup>th</sup> October, 2019  
Monday 24<sup>th</sup> February, 2020  
Monday 12<sup>th</sup> October, 2020

**LENGTH:** 6 months

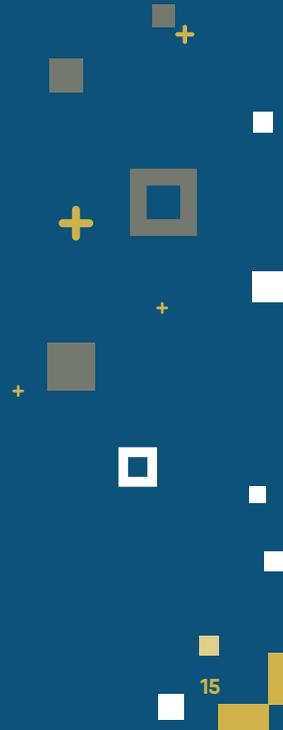
**STUDY:** Online

The PRCA Diploma in Change Management and Communication is for people working in internal communication who are interested in developing additional capabilities for change management communication. It positions internal communication as a critical success component for major change programmes. It includes a thorough exploration of change management frameworks, impact and the project management models used, so that internal communication managers can understand the approaches that are most often adopted inside large organisations. This includes systematic approaches to dealing with the transformation of an organisation's goals, processes or technologies and associated changed projects such as restructures, relocations, new work processes and IT system updates or replacements.

The course considers practical challenges and conceptual underpinnings relating to change management in agile and complex organisational settings. It focuses on the best ways to lead people through change, including approaches to communication in various stages of business change management programmes. This incorporates stakeholder identification and management, storytelling, channel management, coaching senior managers, communication planning and outcome measurement.

**Member £2,200 + VAT      Non-Member £2,600 + VAT**

*The training will be delivered by the PR Academy and the course leader will be Ann Pilkington.*





# DIPLOMAS

## DIPLOMA IN PUBLIC AFFAIRS MANAGEMENT

**START DATES:** Monday 24<sup>th</sup> February, 2020  
Monday 12<sup>th</sup> October, 2020

**LENGTH:** 6 months

**STUDY:** Online with an optional face-to-face workshop in London

The PRCA Diploma in Public Affairs Management is for people working in public affairs in a junior role and people in other PR-related disciplines who are looking to know more about public affairs or move career into public affairs. It is suitable for people working in-house or in an agency.

The qualification provides a broad overview of public affairs work and covers parliamentary processes such as legislative procedures and government policy-making. It includes a thorough exploration of public affairs planning, stakeholder identification, issues mapping, message development, parliamentary engagement and relationship management, all set within a broader context of lobbying codes, ethical practice and personal responsibilities.

This course includes a one-day optional face-to-face workshop in central London on commercial skills such as writing proposals, agreeing budgets, time management and prioritisation, and communicating with confidence.

**Member £2,400 + VAT      Non-Member £2,800 + VAT**

*The training will be delivered by the PR Academy and the course leader will be Ann Pilkington.*



# Hire a PRCA Apprentice

Passionate about bringing **fresh talent** into the industry?

With a stronger call for **diversity** in the workplace, apprenticeships bring in eager learners from all walks of life. The PRCA is the **sole** apprenticeship provider of the Level 4 Diploma in PR.

## Why hire a PRCA Apprentice?

- 1 An apprenticeship ensures the skills developed are matched to your organisation's needs.
- 2 75% of PRCA Apprentices stay with the same employer after their apprenticeship.
- 3 The average apprentice increases business productivity by £214 per week.
- 4 Apprentices often bring a fresh approach and a positive attitude to the workplace.
- 5 Apprenticeships promote diversity in the workplace and fulfil your CSR requirements.
- 6 PRCA Apprentices get PRCA Membership and are supported by training courses.
- 7 Our recruitment service makes hiring an apprentice stress-free.
- 8 The PR and Communications Apprenticeship is funded through the Apprenticeship Levy and employers can pay as little as £450, with Government assistance.



Our apprentices enjoy combining their studies with practical media work, and feel motivated and empowered to start their career after they have finished with us.

**Andrew Thorp**  
**MPRCA,**  
**Media Relations,**  
**The Scouts**



For more information about the PRCA's PR Apprenticeship programme, contact **Stephanie Umebuani MPRCA** on **020 7233 6026** or email **Stephanie.Umebuani@prca.org.uk**

# TESTIMONIALS

## FACE-TO-FACE TRAINING



I attended the PRCA Selling In training with Steve Dunne, and could not be more grateful for the programme and everything I learned. The trainer had a wealth of knowledge that comes from years of experience, research and, of course, trial and error. The session was not only informative but engaging, and gave me a valuable new perspective in which I now approach my work. I even landed a client in the national news the next day – thank you, PRCA Training!

**Fenella Tobey MPRCA**  
Account Executive, Siren Communications

## BESPOKE TRAINING

We were looking for a change communications workshop that would give our communications leaders (internal, external, PR and crisis) more capabilities to help our organisation implement major changes. The PRCA Trainer put together a bespoke session that enabled us, as a function, to align our vision, shape our collaboration, and develop the tools we will need to engage our various audiences. This workshop was definitely the right solution for us, as it was packed with good practices from different sectors and organisations.

**Anne-Sophie Duchene MPRCA**  
Head of Internal and Change Communication,  
Euroclear Bank

## ONLINE TRAINING

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 received just that with PRCA webinars.

**Sarah Bartlett MPRCA**  
Senior Account Executive,  
Firstflight PR

## QUALIFICATIONS

The PRCA Diploma was a great experience. Really useful to hear from such a diverse range of speakers with such different backgrounds and specialities. I'll be looking to do similar courses in the future.

**Matt Dickinson MPRCA**

## CPD PROGRAMME



Training plays an integral role in career progression here at Babel. The agency offers both job level specific as well as bespoke training programmes for every team member, so our adoption of the CPD programme was a natural move. It's since provided a framework to plan and track training sessions, while enabling us to develop new skills.



**Holly Ashford MPRCA**  
Senior Content Writer, Babel PR

## PRCA LEADERSHIP ACADEMY

I was promoted into a senior role last year, which involves working with the chief executives and other senior staff in the eight NHS national health boards in Scotland. As a Communications and Engagement Implementation Lead, I need to be able to think strategically, so that I can work effectively and offer the best possible advice and assistance. Gaining the PRCA PR Leadership Diploma has helped me to understand what other leaders expect from me and how I needed to grow into my new role. I found the sessions at the academy to be both informative and inspirational. The one-to-one coaching session and follow-up support has also been extremely valuable to me.

**Vivienne Wilson MPRCA**  
Communications and Engagement Implementation Lead, NHS

## MASTERCLASSES

The Digital Masterclass gave me a very structured overview of ways that I can improve my digital skills and awareness. It also helped me to better advise my clients. I was introduced to loads of new channels, platforms, and ways of working that I can actually use in practice.

**Jessica Wilkinson MPRCA**  
Account Manager, M&F Health



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

To register for the PRCA CPD Programme and find out more, email [cpd@prca.org.uk](mailto:cpd@prca.org.uk)

# HOW THIS BROCHURE WORKS

## COURSES ARE ARRANGED BY SUBJECT AND FALL INTO FOUR LEVELS



### INTRODUCTORY COURSES

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



### INTERMEDIATE COURSES

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



### ADVANCED COURSES

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



### PERSONAL SKILLS

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

## SYMBOLS



CPD POINTS



WEBINARS AND ONLINE LIBRARY

# COURSE INDEX

## KEY SKILLS

Introduction to PR and Communications	
Project Management	
‣ Ethics in PR and Communications	
The Savvy Account Director – <b>NEW</b>	
Account Management	
Negotiation Skills	
Planning a Strategic PR and Communications Campaign	
‣ Managing Accounts across International Markets	
‣ Measuring and Evaluating PR Campaigns	
‣ Behavioural Economics: The science behind successful PR	
Mastering Measurement for more Effective Communications	

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## WRITING SKILLS

Speechwriting made Simple – <b>NEW</b>	
Press Releases to Tweets: Writing for different media	
Writing Effective Press Releases	
‣ Introduction to Writing for PR and Communications Practitioners	
‣ Getting to Grips with Grammar	
‣ How to Write a Winning Award Entry	
Writing Effective Press Releases	
Good B2B Media Writing	
Honing your Copywriting Skills	
Proofing and Editing Other People's Writing	

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## DIGITAL SKILLS

‣ Introduction to Google Analytics for PR and Communications	
‣ Digital Landscape for PR and Communications	
‣ Harnessing the Power of Twitter for PR and Communications	
‣ How to Create an Effective Blog	
The Power of Podcasting – <b>NEW</b>	
The 'C' Word: Using content to drive conversation – <b>NEW</b>	
Narrative by Numbers: How to tell powerful and purposeful stories with data	
‣ Using Video in Social Media for PR and Communications	
Developing a Digital Strategy	
‣ The Power of Pinning: Pinterest hacks for PR and communications	
‣ How does SEO work? A Guide for PR and Communications Practitioners	
‣ Understanding Search in a Social Media World	

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<b>INTERMEDIATE</b>	<b>35</b>

## DIGITAL SKILLS

‣ Creating and Curating Compelling Content for Social Media	<b>INTERMEDIATE</b>	<b>36</b>
‣ Generating Sales with Social Media	<b>INTERMEDIATE</b>	<b>36</b>
‣ Supercharge PR and Communications Campaigns for LinkedIn	<b>INTERMEDIATE</b>	<b>36</b>
‣ Social Media Metrics	<b>INTERMEDIATE</b>	<b>36</b>
‣ Gaining Coverage in a Digital Media World	<b>INTERMEDIATE</b>	<b>37</b>
‣ Paid Media	<b>INTERMEDIATE</b>	<b>37</b>
‣ Making Great PR Campaigns with Instagram	<b>INTERMEDIATE</b>	<b>37</b>
‣ Making Snapchat work for PR Campaigns	<b>INTERMEDIATE</b>	<b>37</b>
‣ Facebook for PR and Communications	<b>INTERMEDIATE</b>	<b>38</b>
‣ Digital Disruption: The next wave?	<b>INTERMEDIATE</b>	<b>38</b>

## MEDIA HANDLING

Selling into the Media	<b>INTRODUCTORY</b>	<b>39</b>
‣ Successful CSR – <b>NEW</b>	<b>INTRODUCTORY</b>	<b>39</b>
Confidence, Clarity, Control: How to become a brilliant spokesperson	<b>INTERMEDIATE</b>	<b>40</b>
Media Training and Media Interview Skills	<b>INTERMEDIATE</b>	<b>40</b>
‣ Successful Media Messages – <b>NEW</b>	<b>INTERMEDIATE</b>	<b>40</b>
‣ Successful Media Relations	<b>INTERMEDIATE</b>	<b>40</b>
‣ Influencer Relations	<b>INTERMEDIATE</b>	<b>41</b>
‣ Creating Great B2B Social Media Campaigns	<b>INTERMEDIATE</b>	<b>41</b>

## PEOPLE AND PERFORMANCE MANAGEMENT

Introduction to Management	<b>INTERMEDIATE</b>	<b>42</b>
Exemplary Line Management	<b>INTERMEDIATE</b>	<b>42</b>
‣ The Diversity Dividend: Beyond the tickbox to business performance and self-knowledge – <b>NEW</b>	<b>INTERMEDIATE</b>	<b>42</b>
Talent Retention	<b>ADVANCED</b>	<b>43</b>
Motivating and Leading PR and Communications Teams	<b>ADVANCED</b>	<b>43</b>
Managing Performance to Improve Productivity	<b>ADVANCED</b>	<b>43</b>
HR for PR and Communications Practitioners	<b>ADVANCED</b>	<b>43</b>
Effective Leadership: Skills and behaviours needed to deliver efficiency and results	<b>ADVANCED</b>	<b>44</b>

## CREATIVE SKILLS

How to Nail the Creative Process from Start to Finish	<b>INTRODUCTORY</b>	<b>45</b>
‣ Producing Engaging Content in Public Sector Communications	<b>INTRODUCTORY</b>	<b>45</b>
Creativity in B2B PR and Communications	<b>INTERMEDIATE</b>	<b>45</b>
Brand and Brand Storytelling	<b>INTERMEDIATE</b>	<b>46</b>
Creativity: Transform your capability	<b>INTERMEDIATE</b>	<b>46</b>
‣ Getting Maximum Impact from a Disappearing PR and Communications Budget	<b>INTERMEDIATE</b>	<b>46</b>
‣ Unleash your Inner Creative	<b>INTERMEDIATE</b>	<b>46</b>
‣ Translation, Localisation, and Transcreation	<b>INTERMEDIATE</b>	<b>47</b>

**CRISIS COMMUNICATIONS**

- ▶ Crisis Management
- Crisis Communications Management
- ▶ Crisis PR and Communications in a Digital World

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**IN-HOUSE COMMUNICATIONS**

- ▶ Developing an Internal Communications and Engagement Strategy
- ▶ Building an Internal Communications Campaign that works
- Developing an Internal Communications and Engagement Strategy
- Stakeholder Relationship Management
- ▶ Moving from Internal Communications to Employee Engagement

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**PUBLIC AFFAIRS**

- ▶ Introduction to Public Affairs
- Building a Public Affairs Strategy
- Parliament and Public Affairs – **NEW**
- ▶ Establishing Communications Strategies to Expand your Client’s Localism and CSR Agendas – **NEW**
- A New Approach to Reputation Management in the Public Sector
- Managing a Public Affairs Crisis
- ▶ Social Media in Public Affairs – **NEW**
- ▶ Running Effective Political Campaigns: Influence the political agenda – **NEW**
- Advanced Public Affairs

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**PERSONAL SKILLS**

- Think your Way into a More Senior Role: Tips and tactics for rapid promotion – **NEW**
- Introduction to Mental Health and Wellbeing – **NEW**
- Persuasive Speaking – **NEW**
- Growing your own Gravitas: Confidence and credibility for women in PR and communications
- Nurture your Gravitas: A refresher course for women in PR and communications – **NEW**
- Improving Performance and Wellbeing with Mindfulness – **NEW**
- Successful Networking
- Communicate for Impact: Get better results from your meetings, phone calls, teleconferences, and emails
- Mastering Persuasion and Influence
- Becoming Confident and Assertive
- Presentation Skills
- ▶ Mental Health: Understanding and building your mental wealth – **NEW**
- ▶ How to Manage your Time and Workload more Effectively
- ▶ Climbing the PR and Communications Career Ladder

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**PERSONAL SKILLS**

- ▶ The Power of Emotions in PR and Communications – **NEW**
- ▶ Build Brand ‘You’ in Nine Minutes a Day
- ▶ Women in Senior Leadership: A guide to taking charge of your career

**PERSONAL SKILLS** 57  
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**WINNING NEW BUSINESS**

- ▶ Your Role in new Business Pitching
- Business Development Planning and Strategy
- Better Pitching
- ▶ Communicating in the Middle East and North Africa
- Success with Procurement
- Smarter Prospecting
- Successful New Business Pitching

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**CLIENT MANAGEMENT**

- Managing Clients
- Adding Value in your Client Relationship
- Client Management: A strategic guide to successful client relationships
- Successful B2B Client Relationships
- ▶ Brand Managers, Brand Economics, and PR
- You and your Clients: A coaching session
- Monitoring Client Satisfaction Levels

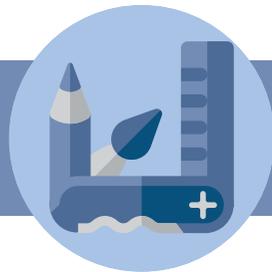
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**FINANCE AND PROFITABILITY**

- Budget Management
- Growing your Current Clients: How to generate more income from existing clients
- Controlling Over-Servicing: The principles of billable and non-billable time
- Establishing Profitable Contracts
- Setting your Hourly Rates: Ensuring your rates deliver your desired profitability
- Managing Professional Communications Agencies Series: Part 1
- Managing Professional Communications Agencies Series: Part 2
- ▶ Understanding Finance

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# KEY SKILLS



KEY SKILLS

## Introduction to PR and Communications

**INTRODUCTORY**

**CPD POINTS** 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:** 25<sup>th</sup> September, 2019 • 23<sup>rd</sup> October, 2019 • 11<sup>th</sup> December, 2019 • 23<sup>rd</sup> January, 2020 • 10<sup>th</sup> March, 2020 • 15<sup>th</sup> April, 2020 • 26<sup>th</sup> May, 2020 • 25<sup>th</sup> June, 2020 • 29<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Belfast:** 14<sup>th</sup> January, 2020 | **Birmingham:** 2<sup>nd</sup> June, 2020 | **Bristol:** 2<sup>nd</sup> October, 2019 • 1<sup>st</sup> April, 2020 | **Edinburgh:** 3<sup>rd</sup> December, 2019 | **Manchester:** 13<sup>th</sup> November, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Trevor Morris FPRCA

**LENGTH** Full Day

## Project Management

**INTRODUCTORY**

**CPD POINTS** 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:** 4<sup>th</sup> September, 2019 • 10<sup>th</sup> December, 2019 • 4<sup>th</sup> March, 2020 • 9<sup>th</sup> September, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 27<sup>th</sup> November, 2019 • 27<sup>th</sup> May, 2020 | **Glasgow:** 17<sup>th</sup> June, 2020 | **Leeds:** 29<sup>th</sup> July, 2020 | **Manchester:** 19<sup>th</sup> February, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Emanuela Giangregorio MPRCA

**LENGTH** Full Day

## Ethics in PR and Communications

**INTRODUCTORY**

**CPD POINTS** 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:** 12<sup>th</sup> September, 2019 • 16<sup>th</sup> January, 2020 • 21<sup>st</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Claire Walker FPRCA

**LENGTH** 90 minutes

## The Savvy Account Director – **NEW**

**INTERMEDIATE**

**CPD POINTS** 40

Becoming an account director is a big step up in your career. Responsibilities and demands increase significantly. You must manage your client portfolio profitably, lead negotiations, set fees, prospect new business, think strategically, and lead your team inspirationally. This workshop coaches best practice in account director techniques – ensuring that delegates leave feeling equipped to deal effectively with the role.

**London:** 29<sup>th</sup> October, 2019 • 28<sup>th</sup> April, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** Full Day

## Account Management

**INTERMEDIATE**

**CPD POINTS** 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:** 11<sup>th</sup> September, 2019 • 22<sup>nd</sup> October, 2019 • 4<sup>th</sup> December, 2019 • 16<sup>th</sup> January, 2020 • 20<sup>th</sup> February, 2020 • 19<sup>th</sup> March, 2020 • 23<sup>rd</sup> April, 2020 • 28<sup>th</sup> May, 2020 • 30<sup>th</sup> June, 2020 • 18<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 10<sup>th</sup> December, 2019 • 15<sup>th</sup> July, 2020 | **Bristol:** 18<sup>th</sup> September, 2019 |

**Cardiff:** 24<sup>th</sup> March, 2020 | **Edinburgh:** 27<sup>th</sup> November, 2019 • 3<sup>rd</sup> June, 2020 |

**Manchester:** 16<sup>th</sup> October, 2019 • 14<sup>th</sup> May, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** Full Day

**KEY SKILLS**

## Negotiation Skills

**INTERMEDIATE**

**CPD POINTS** 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:** 6<sup>th</sup> September, 2019 • 7<sup>th</sup> January, 2020 • 5<sup>th</sup> May, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Jane Fordham MPRCA

**LENGTH** Half Day

# Planning a Strategic PR and Communications Campaign

INTERMEDIATE

CPD POINTS 10

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:** 17<sup>th</sup> September, 2019 • 16<sup>th</sup> October, 2019 • 19<sup>th</sup> November, 2019 • 21<sup>st</sup> January, 2020 • 3<sup>rd</sup> March, 2020 • 7<sup>th</sup> April, 2020 • 20<sup>th</sup> May, 2020 • 17<sup>th</sup> June, 2020 • 21<sup>st</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 8<sup>th</sup> October, 2019 | **Cardiff:** 16<sup>th</sup> January, 2020 | **Glasgow:** 23<sup>rd</sup> June, 2020 |

**Leeds:** 17<sup>th</sup> March, 2020 | **Manchester:** 30<sup>th</sup> June, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Trevor Morris FPRCA

**LENGTH** Full Day

# Managing Accounts across International Markets

INTERMEDIATE

CPD POINTS 10

Discover how to efficiently manage your accounts across markets by increasing your cultural awareness. Learn about cross-cultural communications strategies that will help you avoid the potential pitfalls of juggling various stakeholders, local markets, and audiences from different countries.

**Online:** 4<sup>th</sup> February, 2020 • 4<sup>th</sup> August, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Julia Locatelli

**LENGTH** 90 minutes

KEY SKILLS

# Measuring and Evaluating PR Campaigns

INTERMEDIATE

CPD POINTS 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 offline to online, and illustrates which methods work best and how to implement them.

**Online:** 11<sup>th</sup> February, 2020 • 11<sup>th</sup> August, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

# Behavioural Economics: The science behind successful PR

INTERMEDIATE

CPD POINTS 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:** 27<sup>th</sup> November, 2019 • 3<sup>rd</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

# Mastering Measurement for more Effective Communications

**ADVANCED**

**CPD POINTS** 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:** 28<sup>th</sup> November, 2019 • 26<sup>th</sup> March, 2020 • 29<sup>th</sup> July, 2020

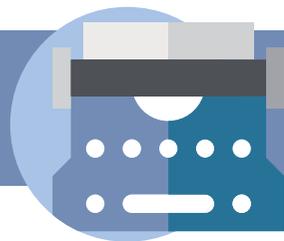
**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Mike Daniels MPRCA

**LENGTH** Half Day

# WRITING SKILLS



## Speechwriting made Simple – NEW

INTRODUCTORY

CPD POINTS 40

Speeches have the power to change things. Well-written speeches by PR agencies and press officers have the power to change attitudes and behaviour in clients' favour. So why wouldn't you want to get it right? All PR agencies should train a speechwriter to impact how the client looks and sounds.

**London:** 9<sup>th</sup> October, 2019 • 8<sup>th</sup> April, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Louise Third MPRCA

**LENGTH** Full Day

## Press Releases to Tweets: Writing for different media

INTRODUCTORY

CPD POINTS 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:** 20<sup>th</sup> September, 2019 • 13<sup>th</sup> December, 2019 • 26<sup>th</sup> March, 2020 • 16<sup>th</sup> June, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Paul Mathieu MPRCA

**LENGTH** Full Day

WRITING SKILLS

## Writing Effective Press Releases

INTRODUCTORY

CPD POINTS 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:** 8<sup>th</sup> January, 2020 • 1<sup>st</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Belfast:** 13<sup>th</sup> May, 2020 | **Birmingham:** 13<sup>th</sup> November, 2019 | **Bristol:** 11<sup>th</sup> September, 2019 • 11<sup>th</sup> March, 2020 | **Cardiff:** 5<sup>th</sup> August, 2020 | **Edinburgh:** 8<sup>th</sup> April, 2020 | **Glasgow:** 11<sup>th</sup> December, 2019 | **Leeds:** 9<sup>th</sup> October, 2019 | **Manchester:** 12<sup>th</sup> February, 2020 • 10<sup>th</sup> June, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Ann Wright MPRCA

**LENGTH** Full Day

## Introduction to Writing for PR and Communications Practitioners

INTRODUCTORY

CPD POINTS 10

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. You'll get tips on writing headlines and ideas for varying your writing style to suit your different audiences and objectives.

**Online:** 12<sup>th</sup> December, 2019 • 10<sup>th</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** 90 minutes

## Getting to Grips with Grammar

**INTRODUCTORY**

**CPD POINTS 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:** 12<sup>th</sup> December, 2019 • 10<sup>th</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** 90 minutes

## How to Write a Winning Award Entry

**INTRODUCTORY**

**CPD POINTS 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:** 12<sup>th</sup> September, 2019 • 12<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Victoria Tomlinson MPRCA

**LENGTH** 90 minutes

## Writing Effective Press Releases

**INTERMEDIATE**

**CPD POINTS 40**

Put aside what you're doing now and take a fresh view of 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:** 24<sup>th</sup> September, 2019 • 21<sup>st</sup> November, 2019 • 22<sup>nd</sup> January, 2020 • 24<sup>th</sup> March, 2020 • 21<sup>st</sup> May, 2020 • 22<sup>nd</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Lorraine Forrest-Turner MPRCA

**LENGTH** Full Day

## Good B2B Media Writing

**INTERMEDIATE**

**CPD POINTS 40**

This highly practical seminar shows delegates how to produce B2B media material which is just as interesting and engaging as the B2C stories that 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 that journalists are trained to use, and how to pitch B2B material successfully to trade, technical and general-interest media outlets.

**London:** 3<sup>rd</sup> October, 2019 • 28<sup>th</sup> November, 2019 • 30<sup>th</sup> January, 2020 • 2<sup>nd</sup> April, 2020 • 4<sup>th</sup> June, 2020 • 6<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 16<sup>th</sup> April, 2020 | **Bristol:** 6<sup>th</sup> May, 2020 | **Edinburgh:** 26<sup>th</sup> September, 2019 |

**Leeds:** 30<sup>th</sup> April, 2020 | **Manchester:** 24<sup>th</sup> October, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** Full Day

## Honing your Copywriting Skills

INTERMEDIATE

CPD POINTS 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:** 29<sup>th</sup> October, 2019 • 12<sup>th</sup> December, 2019 • 11<sup>th</sup> February, 2020 • 14<sup>th</sup> April, 2020 • 10<sup>th</sup> June, 2020 • 13<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Belfast:** 24<sup>th</sup> October, 2019 | **Birmingham:** 4<sup>th</sup> February, 2020 | **Bristol:** 3<sup>rd</sup> December, 2019 | **Cardiff:** 12<sup>th</sup> November, 2019 | **Edinburgh:** 10<sup>th</sup> October, 2019 | **Leeds:** 6<sup>th</sup> August, 2020 | **Manchester:** 20<sup>th</sup> November, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Lorraine Forrest-Turner MPRCA

**LENGTH** Full Day

## Proofing and Editing Other People's Writing

INTERMEDIATE

CPD POINTS 40

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

**London:** 12<sup>th</sup> September, 2019 • 7<sup>th</sup> November, 2019 • 7<sup>th</sup> January, 2020 • 12<sup>th</sup> March, 2020 • 7<sup>th</sup> May, 2020 • 16<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

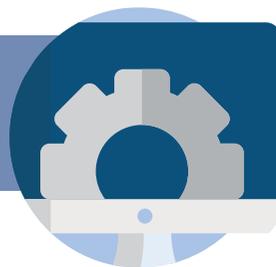
**Birmingham:** 3<sup>rd</sup> October, 2019 | **Bristol:** 9<sup>th</sup> June, 2020 | **Edinburgh:** 9<sup>th</sup> April, 2020 | **Glasgow:** 9<sup>th</sup> January, 2020 | **Leeds:** 20<sup>th</sup> February, 2020 | **Manchester:** 20<sup>th</sup> May, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Lorraine Forrest-Turner MPRCA

**LENGTH** Full Day



## Introduction to Google Analytics for PR and Communications

**INTRODUCTORY**

**CPD POINTS** 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:** 16<sup>th</sup> January, 2020 • 16<sup>th</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Chris Lee MPRCA

**LENGTH** 90 minutes

## Digital Landscape for PR and Communications

**INTRODUCTORY**

**CPD POINTS** 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:** 8<sup>th</sup> October, 2019 • 9<sup>th</sup> April, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Harnessing the Power of Twitter for PR and Communications

**INTRODUCTORY**

**CPD POINTS** 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:** 10<sup>th</sup> January, 2020 • 7<sup>th</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## How to Create an Effective Blog

**INTRODUCTORY**

**CPD POINTS** 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, and increase participation and interaction with your target audience.

**Online:** 23<sup>rd</sup> January, 2020 • 22<sup>nd</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## The Power of Podcasting – NEW

INTERMEDIATE

CPD POINTS 40

This session will teach you all you need to know about how and why podcasts can work for your brand. A highly practical session within which we'll explore why podcasting is so popular and how to produce professional, targeted, effective podcasts and get people listening to your content.

**London:** 5<sup>th</sup> September, 2019 • 6<sup>th</sup> March, 2020

**MEMBER PRICE** £515+VAT

**NON-MEMBER PRICE** £615+VAT

**TRAINERS** Jayne Constantinis MPRCA  
Russell Goldsmith MPRCA

**LENGTH** Full Day

## The 'C' Word: Using content to drive conversation – NEW

INTERMEDIATE

CPD POINTS 20

Over recent years, the word 'content' has crept into the PR lexicon and has become an increasingly important element of the modern communications arsenal. As an industry, we have seemingly embraced the popular 'content is king' mantra without challenging its true validity. PR is a gatekeeper of organic talkability and in this age of digital media consumption, content-based communications can be a powerful catalyst for conversation. The creation and distribution of content that fails to drive conversation is an ineffective marketing tactic and certainly has no place in a public relations strategy. This course will look at the role content plays within the PR ecosystem and how it should be leveraged to deliver against measurable engagement objectives. Content isn't king. Conversation is. Long live the king.

**London:** 25<sup>th</sup> September, 2019 • 23<sup>rd</sup> January, 2020 • 27<sup>th</sup> May, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Rax Lakhani CMPRCA

**LENGTH** Half Day

DIGITAL SKILLS

## Narrative by Numbers: How to tell powerful and purposeful stories with data

INTERMEDIATE

CPD POINTS 20

Businesses are increasingly surrounded by unwieldy and imposing 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 from acclaimed author and trainer Sam Knowles will show you how to tell powerful and purposeful stories with data, without overwhelming your audience with numbers and statistics.

**London:** 4<sup>th</sup> December, 2019 • 3<sup>rd</sup> June, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Sam Knowles MPRCA

**LENGTH** Half Day

## Using Video in Social Media for PR and Communications

INTERMEDIATE

CPD POINTS 10

In a multimedia world, the best method of engaging your audiences on social media is through the integration of audiovisuals. 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:** 5<sup>th</sup> December, 2019 • 4<sup>th</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Russell Goldsmith MPRCA

**LENGTH** 90 minutes



## Developing a Digital Strategy

INTERMEDIATE

CPD POINTS 10

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 (in people, content and budget) from digital campaigns. Having a robust, effective and resonating digital strategy underpinning your campaign is vital. This workshop shows you how to plan a strategy, put all the building blocks into place that ensure a campaign that promotes meaningful engagement, and looks at how to manage and measure a successful digital campaign.

**London:** 10<sup>th</sup> September, 2019 • 10<sup>th</sup> October, 2019 • 3<sup>rd</sup> December, 2019 • 9<sup>th</sup> January, 2020 • 19<sup>th</sup> February, 2020 • 18<sup>th</sup> March, 2020 • 22<sup>nd</sup> April, 2020 • 27<sup>th</sup> May, 2020 • 24<sup>th</sup> June, 2020 • 12<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Bristol:** 29<sup>th</sup> January, 2020 | **Edinburgh:** 26<sup>th</sup> November, 2019 | **Leeds:** 22<sup>nd</sup> January, 2020 |

**Manchester:** 13<sup>th</sup> May, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** Full Day

## The Power of Pinning: Pinterest hacks for PR and communications

INTERMEDIATE

CPD POINTS 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:** 17<sup>th</sup> September, 2019 • 17<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Natalie Hughes MPRCA

**LENGTH** 90 minutes

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

INTERMEDIATE

CPD POINTS 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:** 6<sup>th</sup> February, 2020 • 6<sup>th</sup> August, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Andrew Smith MPRCA

**LENGTH** 90 minutes

## Understanding Search in a Social Media World

INTERMEDIATE

CPD POINTS 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:** 1<sup>st</sup> October, 2019 • 1<sup>st</sup> April, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Katie King CMPRCA

**LENGTH** 90 minutes

## Creating and Curating Compelling Content for Social Media

INTERMEDIATE

CPD POINTS 10

This webinar will provide you with comprehensive knowledge of 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:** 1<sup>st</sup> October, 2019 • 1<sup>st</sup> April, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Katie King CMPRCA

**LENGTH** 90 minutes

## Generating Sales with Social Media

INTERMEDIATE

CPD POINTS 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:** 8<sup>th</sup> January, 2020 • 8<sup>th</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Katie King CMPRCA

**LENGTH** 90 minutes

DIGITAL SKILLS

## Supercharge PR and Communications Campaigns for LinkedIn

INTERMEDIATE

CPD POINTS 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:** 28<sup>th</sup> January, 2020 • 28<sup>th</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Natalie Hughes MPRCA

**LENGTH** 90 minutes

## Social Media Metrics

INTERMEDIATE

CPD POINTS 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:** 15<sup>th</sup> November, 2019 • 5<sup>th</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Gaining Coverage in a Digital Media World

INTERMEDIATE

CPD POINTS 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:** 8<sup>th</sup> October, 2019 • 9<sup>th</sup> April, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Paid Media

INTERMEDIATE

CPD POINTS 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:** 28<sup>th</sup> November, 2019 • 28<sup>th</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Chris Lee MPRCA

**LENGTH** 90 minutes

## Making Great PR Campaigns with Instagram

INTERMEDIATE

CPD POINTS 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:** 13<sup>th</sup> February, 2020 • 13<sup>th</sup> August, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Making Snapchat work for PR Campaigns

INTERMEDIATE

CPD POINTS 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 shows you how to make the most of Snapchat for your PR campaign.

**Online:** 24<sup>th</sup> September, 2019 • 25<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Facebook for PR and Communications



**INTERMEDIATE**

**CPD POINTS** 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:** 21<sup>st</sup> January, 2020 • 21<sup>st</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Natalie Hughes MPRCA

**LENGTH** 90 minutes

## Digital Disruption: The next wave?



**INTERMEDIATE**

**CPD POINTS** 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 and agency – will require? How will culture be affected? Who will PRs compete with in this new world?

**Online:** 3<sup>rd</sup> December, 2019 • 2<sup>nd</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Katie King CMPRCA

**LENGTH** 90 minutes

# MEDIA HANDLING



## Selling into the Media

**INTRODUCTORY**

**CPD POINTS** 10

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:** 3<sup>rd</sup> September, 2019 • 9<sup>th</sup> October, 2019 • 14<sup>th</sup> November, 2019 • 8<sup>th</sup> January, 2020 • 18<sup>th</sup> February, 2020 • 17<sup>th</sup> March, 2020 • 21<sup>st</sup> April, 2020 • 19<sup>th</sup> May, 2020 • 23<sup>rd</sup> June, 2020 • 28<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 19<sup>th</sup> September, 2019 • 14<sup>th</sup> July, 2020 | **Bristol:** 28<sup>th</sup> January, 2020 | **Edinburgh:** 2<sup>nd</sup> June, 2020 | **Glasgow:** 28<sup>th</sup> November, 2019 | **Leeds:** 21<sup>st</sup> January, 2020 | **Manchester:** 15<sup>th</sup> October, 2019 • 12<sup>th</sup> May, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** Full Day

MEDIA HANDLING

## Successful CSR – NEW

**INTRODUCTORY**

**CPD POINTS** 10

Sir Martin Sorrell said: 'CSR is not the icing on the cake. Doing good is good business.' What did he mean? This webinar explains how social purpose is today a key factor in corporate and brand PR programmes, and shows how to incorporate the basic tenets of CSR/CSI in your thinking about client communications. If you are new to PR, you are lucky: there is no longer any question about the social responsibility of companies and brands. But how should we initiate a CSR programme which truly reflects the vision and values of our client or employer? We need to be original. It's a challenge. The webinar looks at numerous examples. Do they work? If not, why not? It recommends steps we can take in coming up with creative options for both recommending new CSR initiatives and making the most of CSR campaigns to which our clients are already committed.

**Online:** 4<sup>th</sup> December, 2019

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

# Confidence, Clarity, Control: How to become a brilliant spokesperson

INTERMEDIATE

CPD POINTS 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:** 11<sup>th</sup> October, 2019 • 5<sup>th</sup> February, 2020 • 5<sup>th</sup> June, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Jayne Constantinis MPRCA

**LENGTH** Half Day

## Media Training and Media Interview Skills

INTERMEDIATE

CPD POINTS 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:** 27<sup>th</sup> January, 2020 • 28<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Robert Taylor MPRCA

**LENGTH** Full Day

MEDIA HANDLING

## Successful Media Messages – NEW

INTERMEDIATE

CPD POINTS 10

'A diamond is forever.'

Has there ever been a better media message? We all know it. We all think a diamond ring is essential when we get engaged. But a diamond is actually about as valuable as a pencil.

This media message was dreamed up by Frances Gerety, a young copywriter at N W Ayer in New York in 1948 – tired and disconsolate after a hard day. It is still front and centre 70 years later.

Advertising agencies are good at this. PR messages are more challenging. This half-day workshop shows how to borrow the techniques used in advertising to generate messages which possess the 'sticky' factor that means memorability and leads to perception change.

Delegates will learn about Brand Character Analysis, Message Trees, managing creative brainstorming, and how to present media messages to management in a way which encourages originality.

**Online:** 4<sup>th</sup> October, 2019 • 30<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

## Successful Media Relations

INTERMEDIATE

CPD POINTS 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:** 30<sup>th</sup> September, 2019 • 30<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

## Influencer Relations

INTERMEDIATE

CPD POINTS 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:** 11<sup>th</sup> December, 2019 • 11<sup>th</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Chris Lee MPRCA

**LENGTH** 90 minutes

## Creating Great B2B Social Media Campaigns

INTERMEDIATE

CPD POINTS 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:** : 23<sup>rd</sup> October, 2019 • 24<sup>th</sup> April, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

# PEOPLE AND PERFORMANCE MANAGEMENT



## Introduction to Management

**INTERMEDIATE**

**CPD POINTS** 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:** 11<sup>th</sup> September, 2019 • 20<sup>th</sup> November, 2019 • 15<sup>th</sup> January, 2020 • 11<sup>th</sup> March, 2020 • 20<sup>th</sup> May, 2020 • 15<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Claire Walker FPRCA

**LENGTH** Full Day

## Exemplary Line Management

**INTERMEDIATE**

**CPD POINTS** 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 are of great importance. The skillset of the line manager is a vital prerequisite for a successful career in communications.

**London:** 4<sup>th</sup> September, 2019 • 9<sup>th</sup> January, 2020 • 6<sup>th</sup> May, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 22<sup>nd</sup> October, 2019 | **Bristol:** 30<sup>th</sup> April, 2020 | **Edinburgh:** 19<sup>th</sup> November, 2019 |

**Manchester:** 25<sup>th</sup> February, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Jane Fordham MPRCA

**LENGTH** Full Day

## The Diversity Dividend: Beyond the tickbox to business performance and self-knowledge – **NEW**

**INTERMEDIATE**

**CPD POINTS** 40

'Diversity is being invited to the party; inclusion is being asked to dance,' Verna Myers, diversity and inclusion expert. This webinar will take you on a journey through the mountain of data that makes the business case for diversity and will demonstrate the importance of inclusion over and above diversity which put crudely, is the collection of measurable outcomes of a truly inclusive culture. We will shine the light on ourselves to better understand the personal biases that underpin the human condition. Naturally we will then look at best practice and strategies to manage ourselves, our teams and our organisations to be more inclusive and ultimately, more effective, more innovative and more representative.

**Online:** 5<sup>th</sup> February, 2020 • 5<sup>th</sup> August, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Jane Fordham MPRCA

**LENGTH** 90 minutes

## Talent Retention

**ADVANCED**

**CPD POINTS** 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:** 23<sup>rd</sup> October, 2019 • 23<sup>rd</sup> April, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Sally Costerton FPRCA

**LENGTH** Half Day

## Motivating and Leading PR and Communications Teams

**ADVANCED**

**CPD POINTS** 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:** 27<sup>th</sup> September, 2019 • 17<sup>th</sup> January, 2020 • 28<sup>th</sup> April, 2020 • 19<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Edinburgh:** 21<sup>st</sup> November, 2019 | **Leeds:** 4<sup>th</sup> June, 2020 | **Manchester:** 5<sup>th</sup> December, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Sandra Buckle MPRCA

**LENGTH** Full Day

## Managing Performance to Improve Productivity

**ADVANCED**

**CPD POINTS** 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:** 1<sup>st</sup> October, 2019 • 13<sup>th</sup> December, 2019 • 5<sup>th</sup> March, 2020 • 9<sup>th</sup> June, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Sandra Buckle MPRCA

**LENGTH** Full Day

## HR for PR and Communications Practitioners

**ADVANCED**

**CPD POINTS** 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:** 25<sup>th</sup> November, 2019 • 26<sup>th</sup> May, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Michelle Bailey MPRCA

**LENGTH** Full Day

# Effective Leadership: Skills and behaviours needed to deliver efficiency and results

**ADVANCED**

**CPD POINTS** 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 performance and that of your colleagues.

**London:** 18<sup>th</sup> October, 2019 • 4<sup>th</sup> February, 2020 • 14<sup>th</sup> May, 2020 • 11<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Belfast:** 10<sup>th</sup> October, 2019 | **Bristol:** 13<sup>th</sup> February, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Sandra Buckle MPRCA

**LENGTH** Full Day

# CREATIVE SKILLS



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

**INTRODUCTORY**

**CPD POINTS** 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 mindset and, once you've nailed it, how to keep that mindset fresh and healthy so you can draw on it as and when you need.

**London:** 5<sup>th</sup> November, 2019 • 6<sup>th</sup> May, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Emma Hazan MPRCA

**LENGTH** Half Day

## Producing Engaging Content in Public Sector Communications

**INTRODUCTORY**

**CPD POINTS** 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 how to produce this kind of content and how to communicate it effectively.

**Online:** 10<sup>th</sup> December, 2019 • 9<sup>th</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Amanda Coleman FPRCA

**LENGTH** 90 minutes

## Creativity in B2B PR and Communications

**INTERMEDIATE**

**CPD POINTS** 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:** 30<sup>th</sup> September, 2019 • 31<sup>st</sup> January, 2020 • 3<sup>rd</sup> June, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** Half Day

## Brand and Brand Storytelling

INTERMEDIATE

CPD POINTS 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:** 29<sup>th</sup> November, 2019 • 25<sup>th</sup> March, 2020 • 23<sup>rd</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 20<sup>th</sup> September, 2019 | **Bristol:** 12<sup>th</sup> March, 2020 | **Glasgow:** 6<sup>th</sup> May, 2020 |

**Manchester:** 31<sup>st</sup> October, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Andy Green MPRCA

**LENGTH** Full Day

## Creativity: Transform your capability

INTERMEDIATE

CPD POINTS 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:** 24<sup>th</sup> October, 2019 • 21<sup>st</sup> February, 2020 • 26<sup>th</sup> June, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Belfast:** 14<sup>th</sup> November, 2019 | **Birmingham:** 5<sup>th</sup> March, 2020 | **Bristol:** 10<sup>th</sup> September, 2019 |

**Cardiff:** 8<sup>th</sup> July, 2020 | **Edinburgh:** 21<sup>st</sup> January, 2020 | **Leeds:** 10<sup>th</sup> December, 2019 |

**Manchester:** 23<sup>rd</sup> April, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Andy Green MPRCA

**LENGTH** Full Day

CREATIVE SKILLS

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

INTERMEDIATE

CPD POINTS 10

The rapidly reducing investment in PR budgets often makes 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:** 21<sup>st</sup> November, 2019 • 27<sup>th</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Amanda Coleman FPRCA

**LENGTH** 90 minutes

## Unleash your Inner Creative

INTERMEDIATE

CPD POINTS 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, and generating and nurturing ideas? This training guarantees you'll walk away with a toolkit of idea-generating techniques and a raft of ways to overcome creative burnout individually and as a team.

**Online:** 22<sup>nd</sup> November, 2019 • 22<sup>nd</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Claire Bridges MPRCA

**LENGTH** 90 minutes

# Translation, Localisation, and Transcreation



**INTERMEDIATE**

**CPD POINTS** 10

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 of how transcreation takes translation further than the adaptation of content in one language to another whilst protecting the meaning of the words.

**Online:** 4<sup>th</sup> September, 2019 • 4<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Russell Goldsmith MPRCA

**LENGTH** 90 minutes

# CRISIS COMMUNICATIONS



## Crisis Management

**INTRODUCTORY**

**CPD POINTS 10**

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

**Online:** 3<sup>rd</sup> October, 2019 • 7<sup>th</sup> April, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** 90 minutes

CRISIS COMMUNICATIONS

## Crisis Communications Management

**INTERMEDIATE**

**CPD POINTS 40**

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

**London:** 2<sup>nd</sup> October, 2019 • 26<sup>th</sup> November, 2019 • 29<sup>th</sup> January, 2020 • 31<sup>st</sup> March, 2020 • 2<sup>nd</sup> June, 2020 • 5<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Belfast:** 17<sup>th</sup> October, 2019 | **Birmingham:** 15<sup>th</sup> October, 2019 | **Bristol:** 6<sup>th</sup> November, 2019 |

**Cardiff:** 7<sup>th</sup> May, 2020 | **Edinburgh:** 25<sup>th</sup> March, 2020 | **Glasgow:** 24<sup>th</sup> September, 2019 |

**Leeds:** 29<sup>th</sup> April, 2020 | **Manchester:** 22<sup>nd</sup> October, 2019 • 22<sup>nd</sup> July, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** Full Day

## Crisis PR and Communications in a Digital World

**INTERMEDIATE**

**CPD POINTS 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 to select and what tactics to deploy and manage the immediate impact.

**Online:** 7<sup>th</sup> January, 2020 • 7<sup>th</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

# IN-HOUSE COMMUNICATIONS



## Developing an Internal Communications and Engagement Strategy

**INTRODUCTORY**

**CPD POINTS 10**

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

**Online:** 27<sup>th</sup> February, 2020 • 14<sup>th</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Paul Inglefield MPRCA

**LENGTH** 90 minutes

## Building an Internal Communications Campaign that works

**INTRODUCTORY**

**CPD POINTS 10**

This webinar is designed for beginner-to-intermediate communicators. It will give you the knowledge and confidence to develop a low-cost, effective internal communications and engagement campaign.

**Online:** 26<sup>th</sup> September, 2019 • 24<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Paul Inglefield MPRCA

**LENGTH** 90 minutes

## Developing an Internal Communications and Engagement Strategy

**INTERMEDIATE**

**CPD POINTS 40**

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.

**London:** 7<sup>th</sup> November, 2019 • 13<sup>th</sup> May, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Paul Inglefield MPRCA

**LENGTH** Full Day

# Stakeholder Relationship Management

**ADVANCED**

**CPD POINTS** 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:** 27<sup>th</sup> January, 2020 • 3<sup>rd</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** Full Day

# Moving from Internal Communications to Employee Engagement

**ADVANCED**

**CPD POINTS** 10

Getting the best from the workforce is not a 'nice to have', it is essential. Employees are the business's 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:** 28<sup>th</sup> November, 2019 • 28<sup>th</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Amanda Coleman FPRCA

**LENGTH** 90 minutes

IN-HOUSE COMMUNICATIONS



# PUBLIC AFFAIRS



## Introduction to Public Affairs

**INTRODUCTORY**

**CPD POINTS** 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:** 15<sup>th</sup> October, 2019

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Lionel Zetter FPRCA

**LENGTH** 90 minutes

## Building a Public Affairs Strategy

**INTRODUCTORY**

**CPD POINTS** 20

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

**London:** 26<sup>th</sup> September, 2019 • 25<sup>th</sup> March, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** Half Day

## Parliament and Public Affairs – **NEW**

**INTRODUCTORY**

**CPD POINTS** 20

Parliament is at the heart of public affairs, so knowing and understanding what happens there is a critical requirement of practitioners, in-house or consultancy. Knowing how Parliament works, what its main roles and bodies are, and how to develop relationships in Parliament should be the starting point for good public affairs. This half-day course will examine the role of Parliament and look at some of the practical ways that you can engage with Parliament and parliamentarians.

**London:** 22<sup>nd</sup> November, 2019 • 22<sup>nd</sup> May, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Stuart Thomson MPRCA

**LENGTH** Half Day

## Establishing Communications Strategies to Expand your Client's Localism and CSR Agendas – **NEW**

**INTRODUCTORY**

**CPD POINTS** 10

For many communications specialists, it is MPs, ministers and civil servants that they concentrate on to lobby or target their messaging. But with the move towards localism, it is more important than ever to ensure you include local government in your stakeholder management and communications strategies.

**Online:** 19<sup>th</sup> September, 2019 • 19<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** 90 minutes

## A New Approach to Reputation Management in the Public Sector

INTERMEDIATE

CPD POINTS 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:** 30<sup>th</sup> October, 2019 • 30<sup>th</sup> April, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Amanda Coleman FPRCA

**LENGTH** Half Day

## Managing a Public Affairs Crisis

INTERMEDIATE

CPD POINTS 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:** 19<sup>th</sup> September, 2019 • 19<sup>th</sup> March, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** Half Day

## Social Media in Public Affairs – NEW

INTERMEDIATE

CPD POINTS 10

There is no escaping social media and its impact on communications. But how has it affected public affairs and how is it used in public affairs campaigns? This webinar will discuss the development of social media in public affairs and how it is being used.

**Online:** 19<sup>th</sup> November, 2019 • 19<sup>th</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Stuart Thomson MPRCA

**LENGTH** 90 minutes

## Running Effective Political Campaigns: Influence the political agenda – NEW

INTERMEDIATE

CPD POINTS 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:** 3<sup>rd</sup> October, 2019 • 7<sup>th</sup> April, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** 90 minutes

## Advanced Public Affairs

ADVANCED

CPD POINTS 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:** 15<sup>th</sup> October, 2019

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Lionel Zetter FPRCA

**LENGTH** Half Day

# PERSONAL SKILLS



## Think your Way into a more Senior Role: Tips and tactics for rapid promotion – NEW

### PERSONAL SKILLS

CPD POINTS 20

You may feel ready for promotion or you may be frustrated that a promotion hasn't come your way yet. Key to winning that next role is understanding what your boss sees in you and speaking your boss's language. In this course, delegates will learn how they can drive their own success at work. Group work is supplemented by tailored one-to-one coaching.

**London:** 24<sup>th</sup> January, 2020 • 12<sup>th</sup> June, 2020

**MEMBER PRICE** £380+VAT

**NON-MEMBER PRICE** £445+VAT

**TRAINER** Lindsay Paterson MPRCA

**LENGTH** Half Day

## Introduction to Mental Health and Wellbeing – NEW

### PERSONAL SKILLS

CPD POINTS 20

Communications is a fast-moving and high-pressure environment which makes it rewarding and exciting. However, working in such an industry can also bring challenges too. Recent research from the PRCA and PRWeek stated that 60% of respondents had suffered from or been diagnosed with mental ill-health and that only half of PR professionals comfortable were to talk to their manager. Society is thankfully making progress in breaking down the stigma surrounding mental health, and more specifically, mental ill-health. This is positive momentum from a moral and ethical perspective but it also makes business sense. Happy, well and engaged staff perform better so let's think of mental wellness as a strategic enabler!

This course will build a sound understanding of mental health, enable delegates to understand their own styles and stress profiles, and provide techniques and ideas to develop personal wellbeing frameworks. The primary focus will be on the individual but the session will also look at how to support and look out for peers and some organisational strategies to maximise wellness.

**London:** 14<sup>th</sup> January, 2020 • 14<sup>th</sup> July, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Jane Fordham MPRCA

**LENGTH** Half Day

## Persuasive Speaking – NEW

### PERSONAL SKILLS

CPD POINTS 20

This workshop is designed to develop your powers of persuasion as a speaker. Building on existing presentation experiences, you will learn how to adopt the classic tools of rhetoric – *logos*, *ethos* and *pathos* – to hone your content and refine your delivery.

**London:** 11<sup>th</sup> December, 2019

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Louise Third MPRCA

**LENGTH** Full Day

## Growing your own Gravitas: Confidence and credibility for women in PR and communications

PERSONAL SKILLS

CPD POINTS 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:** 19<sup>th</sup> September, 2019 • 20<sup>th</sup> November, 2019 • 31<sup>st</sup> January, 2020 • 27<sup>th</sup> March, 2020 • 12<sup>th</sup> May, 2020 • 15<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 5<sup>th</sup> November, 2019 • 21<sup>st</sup> May, 2020 | **Bristol:** 27<sup>th</sup> February, 2020 | **Edinburgh:** 28<sup>th</sup> April, 2020 | **Leeds:** 18<sup>th</sup> June, 2020 | **Manchester:** 11<sup>th</sup> December, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Jayne Constantinis MPRCA

**LENGTH** Full Day

PERSONAL SKILLS

## Nurture your Gravitas: A refresher course for women in PR and communications – NEW

PERSONAL SKILLS

CPD POINTS 40

This full-day session builds on the 'Growing Your Own Gravitas' course. It consolidates the practical tools and the mindset which empower us to communicate effectively. And it extends participants' skills with new techniques around content and performance, so that they can exude and feel even greater confidence.

**London:** 25<sup>th</sup> February, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Manchester:** 10<sup>th</sup> September, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Jayne Constantinis MPRCA

**LENGTH** Full Day

## Improving Performance and Wellbeing with Mindfulness – NEW

PERSONAL SKILLS

CPD POINTS 40

The pressure to be always on and be available to clients 24x7 can slowly start to take its toll on your mental health and wellbeing. This one-day experiential mindfulness course provides practical ways to manage stress more effectively, boost resilience and create more balance in your life so that you can perform at your best.

**London:** 25<sup>th</sup> October, 2019 • 22<sup>nd</sup> April, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Manchester:** 21<sup>st</sup> November, 2019

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Angie Vaux MPRCA

**LENGTH** Full Day

## Successful Networking

### PERSONAL SKILLS

CPD POINTS 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:** 12<sup>th</sup> September, 2019 • 21<sup>st</sup> November, 2019 • 16<sup>th</sup> January, 2020 • 12<sup>th</sup> March, 2020 • 21<sup>st</sup> May, 2020 • 16<sup>th</sup> July, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Claire Walker FPRCA

**LENGTH** Half Day

## Communicate for Impact: Get better results from your meetings, phone calls, teleconferences, and emails

### PERSONAL SKILLS

CPD POINTS 20

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:** 27<sup>th</sup> November, 2019 • 12<sup>th</sup> February, 2020 • 19<sup>th</sup> May, 2020 • 11<sup>th</sup> August, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** Half Day

## Mastering Persuasion and Influence

### PERSONAL SKILLS

CPD POINTS 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:** 26<sup>th</sup> September, 2019 • 14<sup>th</sup> January, 2020 • 2<sup>nd</sup> April, 2020 • 14<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** Full Day

## Becoming Confident and Assertive

### PERSONAL SKILLS

CPD POINTS 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:** 4<sup>th</sup> October, 2019 • 17<sup>th</sup> January, 2020 • 9<sup>th</sup> April, 2020 • 9<sup>th</sup> July, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** Half Day

## Presentation Skills

### PERSONAL SKILLS

### CPD POINTS 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:** 23<sup>rd</sup> September, 2019 • 17<sup>th</sup> October, 2019 • 22<sup>nd</sup> November, 2019 • 24<sup>th</sup> January, 2020 • 5<sup>th</sup> March, 2020 • 8<sup>th</sup> April, 2020 • 22<sup>nd</sup> May, 2020 • 18<sup>th</sup> June, 2020 • 30<sup>th</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 9<sup>th</sup> October, 2019 • 3<sup>rd</sup> June, 2020 | **Bristol:** 3<sup>rd</sup> October, 2019 • 2<sup>nd</sup> April, 2020 | **Edinburgh:** 4<sup>th</sup> December, 2019 | **Manchester:** 14<sup>th</sup> November, 2019 • 1<sup>st</sup> July, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** Trevor Morris FPRCA

**LENGTH** Full Day

## Mental Health: Understanding and building your mental wealth – NEW

### PERSONAL SKILLS

### CPD POINTS 10

This webinar is an excellent introduction to understanding mental health. It will enable delegates to start to understand their own working styles and stress profiles and will explore a broad range of approaches and ideas to maximise resilience and wellness, from which individuals can start to create personal wellbeing frameworks. The primary focus will be on the individual but the session will include a brief look at supporting peers and some organisational strategies to maximise wellness.

**Online:** 14<sup>th</sup> January, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Jane Fordham MPRCA

**LENGTH** 90 minutes

PERSONAL SKILLS

## How to Manage your Time and Workload more Effectively

### PERSONAL SKILLS

### CPD POINTS 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:** 15<sup>th</sup> January, 2020 • 15<sup>th</sup> July, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Alice Newsham MPRCA

**LENGTH** 90 minutes

## Climbing the PR and Communications Career Ladder

### PERSONAL SKILLS

### CPD POINTS 10

Did you picture yourself as an account executive 10 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:** 12<sup>th</sup> February, 2020 • 12<sup>th</sup> August, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Alice Newsham MPRCA

**LENGTH** 90 minutes

## The Power of Emotions in PR and Communications – NEW



**PERSONAL SKILLS**

**CPD POINTS** 10

Poets, artists, and historians – let alone psychologists such as Freud and Jung – have appreciated the role of emotions for millennia. Yet in the last quarter of a century, neuroscientists have been able to prove – and explore – what their predecessors could only surmise: that it's emotion, not reason, that drives much of life.

There could not be a more important topic for PR practitioners. For emotions influence not only how we feel, but what we believe and how we behave.

**Online:** 5<sup>th</sup> November, 2019 • 5<sup>th</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Justin Jackson MPRCA

**LENGTH** • 90 minutes

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



**PERSONAL SKILLS**

**CPD POINTS** 10

You work in a world of brands. You craft them to create impact, advantages, 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:** 5<sup>th</sup> September, 2019 • 5<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Natalie Hughes MPRCA

**LENGTH** 90 minutes

## Women in Senior Leadership: A guide to taking charge of your career



**PERSONAL SKILLS**

**CPD POINTS** 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 of 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:** 12<sup>th</sup> November, 2019 • 12<sup>th</sup> May, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** 90 minutes

PERSONAL SKILLS

*In collaboration with*



# WINNING NEW BUSINESS



## Your Role in new Business Pitching

**INTRODUCTORY**

**CPD POINTS 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 on the 'juniors' rather than the 'seniors' in a new business pitch. Here are some useful tips.

**Online:** 25<sup>th</sup> November, 2019 • 1<sup>st</sup> June, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

WINNING NEW BUSINESS

## Business Development Planning and Strategy

**INTERMEDIATE**

**CPD POINTS 40**

Business development planning comprises numerous individual tasks and has the goal of identifying, implementing and developing growth opportunities within an organisation. This workshop focuses on all the different elements of how an organisation should establish a more sales-focused approach so that ultimately there is a framework in place to generate more revenue. This workshop will guide you in building a development plan and creating a sales strategy to achieve company growth.

**London:** 16<sup>th</sup> October, 2019 • 12<sup>th</sup> February, 2020 • 17<sup>th</sup> June, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** : Joanna Sadie MPRCA

**LENGTH** Full Day

## Better Pitching

**INTERMEDIATE**

**CPD POINTS 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 an 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:** 4<sup>th</sup> November, 2019 • 7<sup>th</sup> May, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** : Alison Clarke FPRCA

**LENGTH** Half Day

# Communicating in the Middle East and North Africa



**INTERMEDIATE**

**CPD POINTS 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 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:** 10<sup>th</sup> September, 2019 • 10<sup>th</sup> March, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Majdi Al-Ayed MPRCA

**LENGTH** 90 minutes

## Success with Procurement

**ADVANCED**

**CPD POINTS 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, and 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 rags', 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:** 27<sup>th</sup> November, 2019 • 5<sup>th</sup> June, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** Half Day

## Smarter Prospecting

**ADVANCED**

**CPD POINTS 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-focused culture is critical to success. It will also look at the importance of growing existing client relationships.

**London:** 10<sup>th</sup> January, 2020 • 8<sup>th</sup> July, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Alison Clarke FPRCA

**LENGTH** Half Day

## Successful New Business Pitching

**ADVANCED**

**CPD POINTS 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:** 1<sup>st</sup> October, 2019 • 28<sup>th</sup> January, 2020 • 1<sup>st</sup> April, 2020 • 4<sup>th</sup> August, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**Birmingham:** 15<sup>th</sup> April, 2020 | **Bristol:** 7<sup>th</sup> November, 2019 • 5<sup>th</sup> May, 2020 |

**Edinburgh:** 25<sup>th</sup> September, 2019 • 26<sup>th</sup> March, 2020 | **Manchester:** 23<sup>rd</sup> October, 2019 • 23<sup>rd</sup> July, 2020

**MEMBER PRICE** £195+VAT

**NON-MEMBER PRICE** £245+VAT

**TRAINER** : Adrian Wheeler FPRCA

**LENGTH** Full Day

# CLIENT MANAGEMENT



## Managing Clients

**INTRODUCTORY**

**CPD POINTS** 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:** 30<sup>th</sup> October, 2019 • 30<sup>th</sup> April, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Ruth McNeil MPRCA

**LENGTH** Full Day

## Adding Value in your Client Relationship

**INTERMEDIATE**

**CPD POINTS** 20

There can often be a barrier between truly understanding what success looks like for clients and how to 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:** 11<sup>th</sup> November, 2019 • 11<sup>th</sup> March, 2020 • 8<sup>th</sup> July, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Lara Molins Caplin MPRCA

**LENGTH** Half Day

## Client Management: A strategic guide to successful client relationships

**INTERMEDIATE**

**CPD POINTS** 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:** 14<sup>th</sup> November, 2019 • 30<sup>th</sup> January, 2020 • 5<sup>th</sup> May, 2020 • 23<sup>rd</sup> July, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** Full Day

## Successful B2B Client Relationships

INTERMEDIATE

CPD POINTS 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:** 25<sup>th</sup> November, 2019 • 1<sup>st</sup> June, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** Half Day

## Brand Managers, Brand Economics, and PR

INTERMEDIATE

CPD POINTS 10

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 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.

**Online:** 29<sup>th</sup> November, 2019

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

## You and your Clients: A coaching session

ADVANCED

CPD POINTS 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:** 8<sup>th</sup> November, 2019 • 13<sup>th</sup> February, 2020 • 14<sup>th</sup> May, 2020 • 6<sup>th</sup> August, 2020

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** Half Day

## Monitoring Client Satisfaction Levels

ADVANCED

CPD POINTS 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:** 24<sup>th</sup> September, 2019

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Neil Backwith FPRCA

**LENGTH** Half Day

# FINANCE AND PROFITABILITY



## Budget Management

**INTRODUCTORY**

**CPD POINTS** 40

This seminar will place a huge emphasis on the control of expenses as they are paramount 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:** 13<sup>th</sup> September, 2019 • 15<sup>th</sup> January, 2020 • 13<sup>th</sup> May, 2020

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Richard Staszkiwicz MPRCA

**LENGTH** Full Day

## Growing your Current Clients: How to generate more income from existing clients

**ADVANCED**

**CPD POINTS** 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:** 22<sup>nd</sup> October, 2019

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Neil Backwith FPRCA

**LENGTH** Half Day

## Controlling Over-Servicing: The principles of billable and non-billable time

**ADVANCED**

**CPD POINTS** 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:** 12<sup>th</sup> November, 2019

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Neil Backwith FPRCA

**LENGTH** Half Day

## Establishing Profitable Contracts

**ADVANCED**

**CPD POINTS** 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:** 19<sup>th</sup> November, 2019

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Neil Backwith FPRCA

**LENGTH** Half Day

# Setting your Hourly Rates: Ensuring your rates deliver your desired profitability

**ADVANCED**

**CPD POINTS** 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:** 10<sup>th</sup> December, 2019

**MEMBER PRICE** £210+VAT

**NON-MEMBER PRICE** £255+VAT

**TRAINER** Neil Backwith FPRCA

**LENGTH** Half Day

# Managing Professional Communications Agencies Series: Part 1

**ADVANCED**

**CPD POINTS** 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:** 3<sup>rd</sup> September, 2019 • 26<sup>th</sup> November, 2019

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Neil Backwith FPRCA

**LENGTH** Full Day

# Managing Professional Communications Agencies Series: Part 2

**ADVANCED**

**CPD POINTS** 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. The 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:** 10<sup>th</sup> September, 2019 • 3<sup>rd</sup> December, 2019

**MEMBER PRICE** £345+VAT

**NON-MEMBER PRICE** £410+VAT

**TRAINER** Neil Backwith FPRCA

**LENGTH** Full Day

# Understanding Finance

**ADVANCED**

**CPD POINTS** 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:** 5<sup>th</sup> February, 2020 • 5<sup>th</sup> August, 2020

**MEMBER PRICE** £135+VAT

**NON-MEMBER PRICE** £160+VAT

**TRAINER** Francesca Robe MPRCA

**LENGTH** 90 minutes





Network  
across  
66 countries



Thought  
leadership  
and research



20+  
international  
events



100s of  
professional  
development  
and learning  
resources



International  
matchmaking  
and partner  
development



Knowledge  
exchange and  
collaborative  
campaigns

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The International Communications Consultancy Organisation (ICCO) is the global voice of the public relations and communications industry. Through our network of 41 associations, representing PR and communications agencies in 66 countries, ICCO members strive to shape the future of communications by improving professional standards and tackling collective issues collaboratively.

Engage with ICCO to forge international partnerships and join a global network of communications agencies.

# 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.

## **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.

## **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.

## **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.

## **MICHELLE BAILEY MPRCA**

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

## **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.

## **SANDRA BUCKLE MPRCA**

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

## **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.

**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, and training individuals and groups to be confident communicators/speakers/presenters.

**SALLY COSTERTON FPRCA**

Sally Costerton works with communications leaders, helping them maximise their resources to improve performance. This ranges from capacity building and individual coaching to advising on business growth strategies in the UK and around the world.

**MIKE DANIELS MPRCA**

Mike co-founded Report International, a global leader in media analysis, 25 years ago (Report International was subsequently bought by CARMA). During his time as Chair of AMEC, Mike actively supported the initial iteration of the Barcelona Principles, and the development of the first Valid Metrics Framework.

**STEVE DUNNE FPRCA**

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

**EMMA EWING MPRCA**

Emma is an international speaker, trainer and consultant.

She's been a PRCA trainer for ten years and has been running Big Fish Training, the company she founded, for 18 years. She specialises in helping communications and PR staff get better at managing: that is, managing their people, their time, or their careers.

With experience of working with apprentices just starting out, through to senior leaders and industry MDs, Emma tailors all her talks and training to ensure that they fit the real-world needs of her clients. Her audiences and clients have called her inspiring and motivating, but never dull.

**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.

**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.

**EMANUELA GIANREGORIO MPRCA**

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

**RUSSELL GOLDSMITH MPRCA**

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

**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.

**KATE HARTLEY MPRCA**

Kate co-founded Polpeo in 2013. She has 25 years' experience in crisis and reputation management and corporate PR. She has spoken and run workshops on the impact of social media on crisis management at international events, including SXSW, The Global PR Summit, PR Week's Crisis Communications Conference, PR 360, and Social Media Today's Social Shake-Up. She is a member of the PRCA and the CIPR, and is part of the PRCA's Digital Steering Committee.

**EMMA HAZAN MPRCA**

Emma 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.

**NATALIE HUGHES MPRCA**

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

**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.

**JUSTIN JACKSON MPRCA**

Justin is an experienced trainer who works on behalf of a number of professional institutes, government agencies, and chambers of commerce. He also tutors undergraduates and postgraduates at the University of Cambridge and the University of Oxford, where he holds a Lectureship at Brasenose College. Justin holds postgraduate diplomas in public relations and marketing and is a Chartered PR Practitioner and Chartered Marketer. He is the founder of Digital Remit.

**KATIE KING CMPRCA**

Katie is a strategic marketing consultant, 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.

### **SAM KNOWLES MPRCA**

Sam Knowles is the Founder & MD of corporate and brand storytelling consultancy Insight Agents. His purpose is to help companies talk and sound human. Over a career spanning almost 30 years, he has helped national and global organisations – commercial, not-for-profit, and third sector – communicate with impact.

### **CANDACE KUSS MPRCA**

Candace is the Director of Social Media for Hill+Knowlton Strategies. She is H+K's advance scout, helping clients integrate the right digital elements and platforms into their communication strategy. Candace runs the Technology Speculators programme for H+K and was honoured to be named as an Innovator 25 by the Holmes Report.

### **RAX LAKHANI CMPRCA**

Rax is a seasoned communications strategist with over 17 years' experience, specialising in online engagement and social media marketing.

Having worked with some of the world's best-known companies across a variety of sectors, Rax now offers independent consultancy, helping agencies, public sector organisations and consumer/B2B brands in bringing their digital marketing strategies to life. He is also a part-time lecturer in digital content creation and online engagement.

### **CHRIS LEE MPRCA**

Chris has been in the media industry as a 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.

### **ALEXANDRA LEWINGTON MPRCA**

Alexandra heads up Reuben Sinclair's PR and Communications division, overseeing a team of recruitment consultants and ensuring high levels of service to both clients and candidates. Still a hands-on senior recruiter, Alexandra works across both consumer and corporate PR, within small and large PR agencies and in-house PR teams. She also plays an advisory role to candidates at every level, from entry to board, providing insight and guidance in order to enhance their career prospects.

### **JULIA LOCATELLI**

Julia is an Account Director at Creative Culture, a cross-cultural consultancy which provides strategic, linguistic, and cultural insights for global brands including Accor Hôtels, Burger King, Cointreau, L'Oréal, Samsung, SUEZ and Sanofi, to ensure their strategies and campaigns cross borders successfully and consistently.

### **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.

### **RUTH MCNEIL MPRCA**

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

**LARA MOLINS CAPLIN MPRCA**

Lara has spent over 13 years in the Industry, working for some of the UK's biggest brands both as an agency PR at Weber Shandwick, Cohn & Wolfe, and Ketchum, and then as an in-house client where she ran the press office and B2B programme for Orange/EE. Lara now consults with agencies to help increase their client satisfaction levels and growth opportunities with clients.

**TREVOR MORRIS FPRCA**

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

**ALICE NEWSHAM MPRCA**

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

**LINDSAY PATERSON MPRCA**

Lindsay is a leadership coach with a passion for helping people and their businesses to grow and succeed. Lindsay works with both new and established leaders, helping them to build confidence, drive strategic growth and focus on what really matters for them and the business. She is passionate about people and the business case for investing in their success. She now works with a broad range of leaders of agencies, corporates and charities. She also volunteers with the charities Smartworks and Help Refugees, which focus on getting people into work.

**ANN PILKINGTON**

Ann started out in regional journalism and then moved into PR working with high profile brands The AA, BT, The Woolwich and Barclays. Her next step was to lead on communication for large government change programmes. She now specialises in communication on projects, an area that is often overlooked which is what prompted her to write her book 'Communicating Projects'. Ann believes that studying provides a great opportunity to step back a bit from the "day job" and so she likes teaching to be reflective, challenging and interactive.

**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.

**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.

**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.

**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.

**RICHARD STASZKIEWICZ 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, and 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.

**LOUISE THIRD MPRCA**

Louise Third MBE is a communications consultant and coach. She ran her own PR agency Integra Communications, supporting national public and private sector clients, until 2018. Now she provides clients with strategic PR advice, crisis management and agency/client mediation. Her coaching covers public speaking and speechwriting – skills she honed and continues to use in a business career spanning over 30 years. Louise is a Member of the PRCA, a member of the UK Speechwriters' Guild, Chair of Speakers' Corner Trust, and was awarded an MBE in 2016 for services to enterprise and charity.

**STUART THOMSON MPRCA**

Stuart is a public affairs and communications specialist, advising clients on all elements of their public affairs strategies, including political and corporate communications and reputation management. His work has included legislative lobbying, profile-raising, planning communications and he has also worked on a number of high-profile media relations and crisis communications programmes.

**VICTORIA TOMLINSON MPRCA**

Victoria is founder and chief executive of Northern Lights PR which operates in the UK and the UAE. A former director of EY, Victoria is a dynamic businesswoman with expertise in public, private and voluntary sectors. She is a BBC Expert Woman, regularly appearing on TV and radio to comment on business and digital. Her particular experience is in strategic business-to-business communications that deliver results, and helping leadership teams with strategic communications – including managing crises, internal communications and strategic social media to win business. She coaches a number of chief executives and helps leaders on a personal basis with online branding, presentation and media skills and impact.

**ANGIE VAUX MPRCA**

Angie understands only too well the pressures of corporate life, having run business units of multinational PR and tech companies such as Cision, SAP, and TripAdvisor. Mindfulness helped her to lead and engage more effectively, stay calm and focused, and ultimately to manage the pressures of being an international businesswoman.

Now Angie helps organisations and individuals through OutsideIN Performance to maximise their performance by living and working mindfully.

**CLAIRE WALKER FPRCA**

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

**DANNY WHATMOUGH CMPRCA**

Danny has led social campaigns for some of the world's leading brands including IBM, P&G, Unilever, Motorola and Electrolux. He previously headed social media for Ketchum's P&G business, covering 14 P&G brands including Head & Shoulders, Pantene, and Olay. In August 2014 he moved to Weber Shandwick to head up digital for consumer but this year was promoted to Managing Director, Integrated Media at Weber Shandwick. In the last year he has led key social media wins for the agency, including Vauxhall.

**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 Talents Medal in 2010.

**CLARA WILCOX**

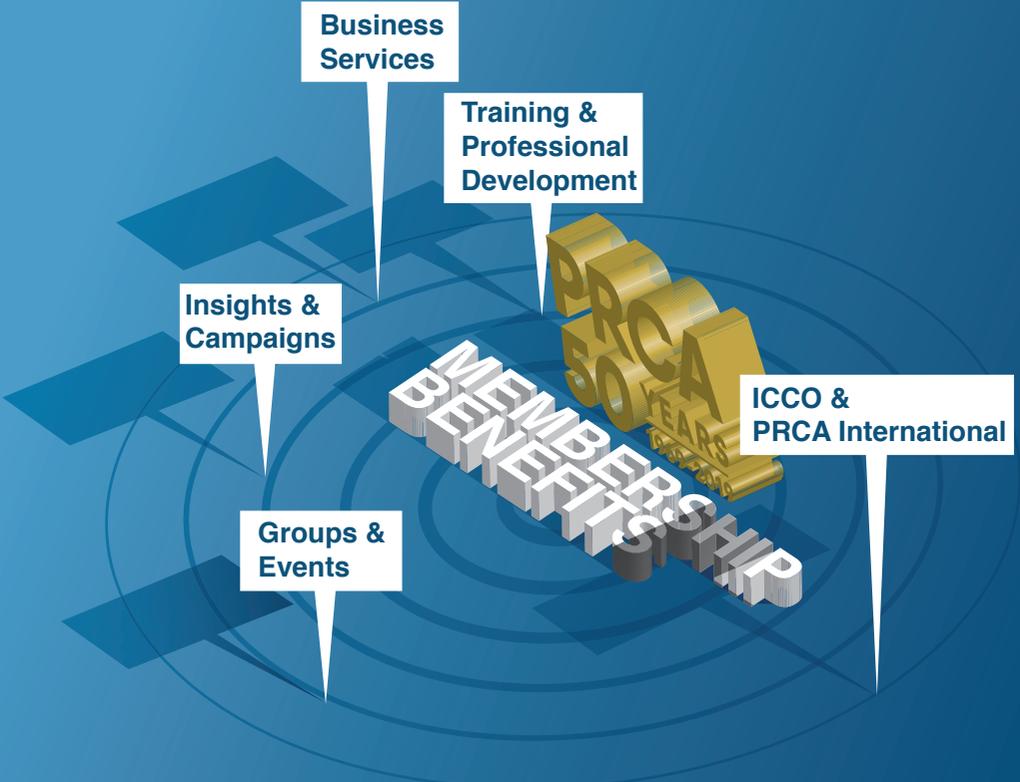
Clara Wilcox is a straight talking, practical and experienced coach helping clients navigate the tricky waters of returning to work, career changes and professional development. The Balance Collective is a social enterprise focused on improving creating a career to enjoy not endure, by working together to build inner confidence and promote a healthy work/life balance.

**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.

**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.



# PRCA 50 YEARS 1969-2019



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- Conferences
- Awards
- Member drinks
- Group Events
- Industry Events

## TRAINING & PROFESSIONAL DEVELOPMENT

- Face-to-Face
- Online
- Qualifications
- Apprenticeships
- Bespoke
- Masterclasses
- CPD

## INSIGHTS

- Benchmarking
- Census
- Digital Report
- PR & Communications Council
- Best Practice Guidelines
- Resources

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- Diversity
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## WHERE TO FIND US

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## MEET THE PRCA TRAINING TEAM

### **SOUHA KHAIRALLAH MPRCA**

Talent & Development Director

### **STEPHANIE UMEBUANI MPRCA**

PR Apprenticeship Manager

### **ITTY ALIMI MPRCA**

Talent & Development Manager

### **LAURA BANKAUSKAITE MPRCA**

Talent & Development Executive

### **ANNABEL CARTWRIGHT MPRCA**

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