

# MetroÉireann Training

3rd Floor, 34 North Frederick Street, Dublin 1, Ireland

Tel: +353 1 878 3441

E-mail: [training@metroireann.com](mailto:training@metroireann.com)

## PR, Information & Communication Management

### Overview

This 10-day intensive course is designed to give participants an in-depth professional insight into the modern world of public relations, information, protocol and first desk officers in a fast growing organisation.

The training will also cover all the modern trends and major elements of communication in the 21st Century. It will give participants the requisite new professional and media experience needed to work in a technology-savvy society.

The course will include learning workshops and exclusive visits to leading media groups in Ireland.

### Course benefits

While this course will directly benefit those already working in a communication role, it will also be highly valuable for those working in a related communication field.

Participants will improve their professional effectiveness through strategic planning and management. They will write and produce an appropriate press release for different media groups, and learn new trends in working with new media, including social media and social networking, allowing them to be more confident in dealing with the media.

Course Duration: 10 day(s)

Date: Monday 19–Friday 30 July 2010

Time: 10am–5pm

Venue: The Crowne Plaza Blanchardstown

### Course outline

- Managing the Press Office – The Inside View
- The Working Environment – Professional, Government and Business
- News Coverage and Management – Thinking Outside the Box
- Planning and Managing Official and Private Visits
- Organising a Press Conference/Event Management
- Media Relations
- Budgeting for your Campaign
- PR & Communication Strategy – Developing and Implementing
- New Media for Professionals
- Protocol, Travel and information Management
- Crisis Media Communication/Case Studies
- Professional Communication Skills (including Personal Development such as Assertiveness Skills, Interview Guidelines, Professional Presentation Skills and Personal Assistant Skills)
- Evaluation Theory, Strategy and Practice

### Outcomes

While this course will directly benefit those already working in an internal communication role, it will also be highly valuable for those working in a related communication field who are interested in building on their core skills or who want to enhance their career prospects.

This course will provide delegates with a solid grounding in all the key concepts, techniques, theories and skills needed to develop effectively as a communication specialist. On completion of this course you will:

- Know new ways to show your clients how they can instantly identify the precise, valuable outcome of any communication;
- Understand how to plan successful organisation communication (everything from benchmarking, to strategy development, to effective auditing);

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- Appreciate the role of internal communication in organisational transformation, brand and reputation management, strategy development and crisis management;
- Know which communication tools are at your disposal and when and why to use them;
- Have identified ways to improve your own interpersonal influence;
- Have a thorough insight into traditional and social media tools and tactics used at home and abroad to engage with employees; and
- Recognise the importance of evaluation and develop appropriate research tools.

## Course format

The course is a combination of classroom time (10am–5pm over 10 days) and learning workshops and visits. Classroom sessions are intensive and participative and will include a variety of approaches including lectures, group discussions and practical exercises. A number of guest lecturers will also make presentations, aiding the overall learning experience. The learning visits would be to leading media groups in Ireland.

## Presenters

The course presenters will include renowned industry experts and practitioners.

## Venue

The course will be delivered in a purpose-built, dedicated meeting room in the Crowne Plaza at the Blanchardstown Centre. The Crowne Plaza offers secure, on-site parking and is well serviced by public transport from the city centre.

## Course materials

In addition to comprehensive course notes, delegates will be provided with core textbooks and laptops.

## Fee

The course fee is €2,220. This includes a 10% non-refundable deposit and course materials (laptop, text-book and notes), teas/coffees and lunches. The full fee must be paid in advance before 31 March 2010.

## How to apply

To apply, register online at [www.metroeireann.com/training](http://www.metroeireann.com/training) or telephone +353 1 878 3441. Queries should be addressed to Joyce Cooper. Alternatively, fax your details to +353 1 8783917 or send by e-mail to [training@metroeireann.com](mailto:training@metroeireann.com). You may also send your application by courier to:

**Joyce Cooper, Metro Eireann Training, 3rd Floor, 34 North Fredrick Street, Dublin 1, Ireland**

Once we receive your registration details, we will e-mail you a confirmation, full course details and an invoice.

## How to pay

Send your payment by bank transfer to:

**Account Name: Metro Eireann Training**

**Sort Code: 90 00 33**

**Account Number: 4 (IBAN IE89BOFI90003342340417)**

**Bank Name:**

**Bank of Ireland, O'Connell Street, Dublin 1, Ireland**

## Cancellation policy

Registration fees must be paid in full at the time of registration. In the event of a cancellation 14 days or more prior to the course commencement date, fees will be refunded less a 10 per cent administration charge. Regrettably, fees cannot be refunded for cancellations received less than two weeks before the course begins, but substitutions may be made.

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## Course syllabus

The course is divided into five modules:

### Module 1: Communication and Organisational Transformation

#### First Session

- Overview and growth of communication
- Where communication sits within organisations
- Excellence study – generic benchmark of best practice of communication

#### Second Session

- Communication models
- Organisational structure
- Communication flow

#### Third Session

- Role of communication in organisational transformation
- The working environment – professional, government and business
- EU directives

#### Fourth Session

- Invited speaker & case study

### Module 2: Me and My Organisation

#### First Session

- Importance of support for communication

#### Second Session

- Role of communication manager
- Key issues facing communicators in setting the right communication strategies
- Personal development plan

#### Third Session

- Corporate strategy
- Organisation mission
- Culture
- Brand

#### Fourth Session

- Invited speaker & case study

### Module 3: Modern Communication Tools and Trends

#### First Session

- Barriers to communication
- Communication tools
- Print – engaging writing, national adult literacy

guidelines, corporate brand guidelines

#### Second Session

- Broadcast tools – television and radio
- Electronic tools – social media
- Face-to-face communication – effective presentations

#### Third Session

- Learning visits

#### Fourth Session

- How to develop a long career in communication

### Module 4: Media Relations

#### First Session

- What is media relations?
- Your organisation's interaction with media - advertising, marketing, promotion, public relations and publicity

#### Second Session

- More about public relations
- Considering the role of the journalist

#### Third Session

- Managing your media relations

#### Fourth Session

- Case studies & learning visits

### Module 5: Communication Planning, Management and Evaluation

#### First Session

- Budgeting for your campaign

#### Second Session

- Evaluation theory
- Developing research tools
- Questionnaires
- Feedback forms
- Report writing

#### Third Session

- Communication strategy
- Objective setting

#### Fourth Session

- Invited speaker

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## Special booking form

Registration and payment must be completed before 31 March 2010. The course fee of €2,220 does not include travel and accommodation. Participants are advised to make their own arrangements, but Metro Éireann Training can assist them with either travel or hotel arrangements or both (an additional service charge of 5 per cent will apply). The fee includes a 10% non-refundable deposit.

### PERSONAL DETAILS

Name of Participant: Mr/Mrs/Ms/Chief/Dr \_\_\_\_\_

Job title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Booking Contact: Mr/Mrs/Ms/Chief/Dr \_\_\_\_\_

Job title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Company Details for Payment Only

Organisation/Company Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Nature of Organisation/Company Business: \_\_\_\_\_

\_\_\_\_\_

Organisation/Company website: \_\_\_\_\_

( ) I enclosed details of payment for the above course

By completing this application you accept that any false or misleading information or documents submitted by you in connection with this application may result in your application to attend the course being refused at any stage.

### Metro Éireann Training

Metro Éireann Training is a subsidiary of Metro Publishing & Consultancy Limited which commenced business in 2000. The business is managed by professionals with several years of experience in Ireland. We also publish weekly newspaper, Metro Éireann, and run the MAMA Awards, the permanent tsb Ethnic Entrepreneur of the Year Awards and Metro Éireann Debates and Discussions (such as the National Integration Debate), among other events.