

# PUBLIC RELATIONS WORKSHOP | 1



Irish Academy of Public Relations

Our PR Workshop is designed to equip you with essential PR skills and knowledge. This workshop comes in two parts and can be taken together or as individual training course.

## **Public Relations Workshop 1**

Training begins with an introduction to Public Relations, where you'll learn the definition and importance of PR, its critical role in modern organizations, and how it differs from marketing and advertising. Next, we discuss the ethics and best practices of PR, emphasizing the importance of adhering to professional standards, understanding legal considerations, and maintaining transparency and honesty in all communications. Finally, we'll guide you through developing a robust PR strategy, covering how to set clear PR objectives, identify target audiences, craft compelling key messages, and choose the most effective PR tactics and channels.

### **Introduction to Public Relations**

- Definition and importance of PR
- The role of PR in modern organizations
- Differences between PR, marketing, and advertising

### **Ethics and Best Practices**

- Understanding PR ethics and professional standards
- Legal considerations in PR
- Best practices for transparency and honesty in communications

### **Developing a PR Strategy**

- Setting PR objectives
- Identifying target audiences
- Crafting key messages
- Choosing appropriate PR tactics and channels

## **WORKSHOP STRUCTURE**

### **Part 1**

**October 1st.**

**2024**

**10am - 1pm**

- Introduction to Public Relations
- Ethics and Best Practices
- Developing a PR Strategy

Location: Online  
(Zoom)

**Duration: 3 Hour  
Workshop**

**Fee: €300 for 1  
Workshop**

**€540 for 2 if part 1  
and 2 are booked  
together**

# PUBLIC RELATIONS WORKSHOP | 2



Irish Academy of Public Relations

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## Public Relations Workshop 2

Join us for the second part of our Public Relations Workshop, where we will focus on media relations, planning impactful events, and effectively managing crises. In this session, you will learn how to build and maintain strong relationships with journalists, craft and pitch compelling stories, and prepare for media interviews with confidence. We will also cover the essentials of planning and executing successful PR events that engage and captivate your audience. Additionally, you will gain crucial skills in crisis management, including how to identify potential crises, develop a comprehensive crisis communication plan, and respond swiftly and effectively to maintain your organization's reputation.

### Media Relations

- Building and maintaining relationships with journalists
- Writing effective press releases
- Pitching stories to the media
- Media interview techniques and preparation

### Event Management

- Introduction to event management
- Event planning
- Event promotion
- Event execution

### Crisis Management

- Identifying potential crises and preparing for them
- Developing a crisis communication plan
- Responding to a crisis effectively
- Postcrisis evaluation and learning

## WORKSHOP STRUCTURE

### Part 2

**October 8th.**

**2024**

**10am - 1pm**

- Media Relations
- Event Management
- Crisis Management

Location: Online  
(Zoom)

**Duration: 3 Hour  
Workshop**

**Fee: €300 for 1  
Workshop**

**€540 for 2 if part 1  
and 2 are booked  
together**