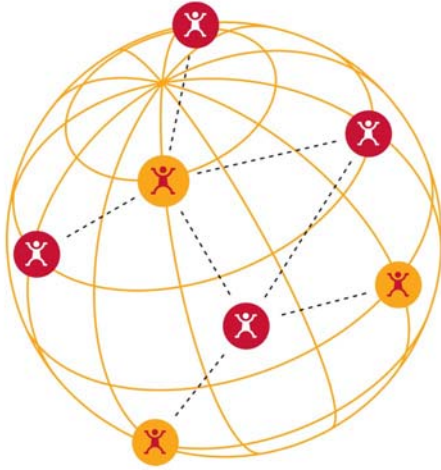


TRAINING PROGRAM OUTLINE



MGT-114E **EXTERNAL CORPORATE COMMUNICATIONS & PUBLIC RELATIONS**

DESCRIPTION

A 5-day Training Program to provide participants with an in-depth examination of the fundamentals of external communications and public relations. Participants will gain a better understanding of best practices in external communications and new ideas for implementing those practices into their organizations.

OBJECTIVES

- Develop the competencies of the participants by presenting key concepts and methods for efficient external communications
- Present a global approach and a step-by-step methodology designed to foster communication with clients, investors and other stakeholders
- Provide participants with the tools and techniques required to develop strategies and action plans to manage external communication and public relation activities



TOPICS

- Corporate communications and public relations defined
 - Two-way communication
 - Requirements for success
 - Functions of corporate communications and public relations

- Public relations resources
 - Establishing communications departments
 - Requirements from management
 - Working with senior management
 - Working with agencies

- Professional ethics
 - Communications and public relations professionalism
 - Ethics
 - Legal issues

- Communications audits

- Strategic communications planning
 - Media relations
 - About the media
 - Publicity tactics
 - Press releases
 - Pitch tips
 - Press kits
 - Media distribution
 - Media planning

- Government relations and lobbying
 - Special interest groups
 - Lobbying strategies



- Communications and the Internet
 - Best practices in Internet design
 - Writing for websites
- Crisis communications
 - Crisis communications planning
 - Working with media in crisis
 - Responding to stakeholders in crisis
- Investor relations
 - Annual reports
 - Annual general meetings
- Corporate social responsibility programs
 - Community programs
 - Sponsorship management
 - Environmental programs
- Building a better brand
 - Understanding branding
 - Message consistency
 - Re-branding

TARGET AUDIENCE

- Telecommunications managers and personnel working in communications, marketing and public relations
- Managers looking to complement their skill-set by gaining a good understanding of corporate communications and public relations tools and techniques



METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.

EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

