

# € TRAINING

Public Relations and Negotiation Skills  
Influence and Persuasion



9 - 13 December 2024  
Rome (Italy)



# Public Relations and Negotiation Skills Influence and Persuasion

REF: X1468 DATE: 9 - 13 December 2024 Venue: Rome (Italy) - Fee: 5940 Euro

## Introduction:

This program shows how the PR fundamentals are vital, and how significant they are to understand organizational reputation and relationships. A PR professional can often be in a challenging, difficult, and even confusing situation. Therefore, attending this program will enable you to develop the skills needed to present practical and achievable plans that win the confidence of management.

## Program Objectives:

At the end of this program the participants will be able to:

- Confidence Building and Empowerment in Persuasion
- Enhancing Personal Persuasion Skills
- Theory to Practice: Understanding and Applying Persuasion
- Qualities of Successful Persuaders and Skill Development
- Trust Building and Rapport for Persuasion
- Effective Communication Styles and Overcoming Resistance

## Targeted Audience:

- Entrepreneurs
- Public Relations Rookies

## Program Outlines:

### Unit 1:

#### Fundamentals of Public Relations and Media Managements:

- Foundations of Public Relations.
- Public Relations Components and Planning.
- Key Target Audiences.
- Media Relations.

- Traditional and New Media Outlets.
- Effective Media Relations.

## Unit 2:

### Public Relations Skills:

- Writing for Public Relations.
- Social Projects and Public Relations.
- Public Relations in Social Marketing.
- Methods of Social Public Relations.
- Crisis Events and Plan Preparation.
- Crisis Management and Public Outreach.

## Unit 3:

### Negotiation Skills for PR:

- Understanding the Negotiation process map, strategy, and agreement.
- Building trust.
- Conflict Management.
- Prepare and engage in Negotiations.
- Finalize Negotiations and Communicate agreements.
- Evaluate Negotiation Processes.

## Unit 4:

### Managing Influence and Persuasion:

- Understanding Influence and Persuasion
- Analyzing the Communication Cycle
- Exploring the Communication Pyramid
- Harnessing the Power of Words
- Understanding the Brain in Communication



- Keys to Successful Public Speaking
- Professional Dressing and Body Language

## Unit 5:

### Mastering Effective Communication, Presentation, Influence, and Persuasion:

- Presentation Organization and Preparation
- Mastering Computer/PowerPoint Presentations
- Pre-Presentation Preparation Essentials
- Harnessing Personal Influence and Persuasion
- Strategic Principles for Effective Communication Analysis
- Implementing Communication Strategies for Personal and Organizational Success