

€ TRAINING

Conference on Excellence in Public
Relations

A photograph of four smiling professionals in a meeting. A woman in a black top and necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a bright, modern office setting. A large blue curved graphic element is overlaid on the top and right sides of the image.

28 July - 1 August 2024
Online



Conference on Excellence in Public Relations

REF: C1459 DATE: 28 July - 1 August 2024 Venue: Online - Fee: 2250 Euro

Introduction:

This conference is aimed at enhancing public relations PR professionals' skills in communication excellence, with a focus on active listening, effective dialogue, audience interaction, and syntactic communication. It empowers PR practitioners to create meaningful connections with stakeholders, fostering trust and credibility through advanced communication strategies.

Conference Objectives:

By the end of this conference, participants will be able to:

- Master the art of active listening and use it to improve stakeholder relationships.
- Engage in meaningful dialogues that promote transparency and trust.
- Utilize advanced interaction techniques to enhance public relations efforts.
- Develop and apply syntactic communication strategies for clearer messaging.
- Implement best practices for maintaining communication excellence in PR campaigns.

Target Audience:

- Public Relations Managers and Directors.
- Corporate Communications Professionals.
- Media Relations Specialists.
- Marketing and Brand Communication Executives.
- Organizational Leaders involved in stakeholder engagement.

Conference Outline:

Unit 1:

Excellence in Active Listening for Public Relations:

- The importance of active listening in PR for building trust and understanding.
- Techniques for developing listening skills in high-pressure environments.

- Importance of Listening to stakeholders: gaining insights from public opinion and feedback.
- Overcoming listening barriers in the communication process.
- How active listening transformed a PR crisis into an opportunity.

Unit 2:

Effective Dialogue and Transparent Communication:

- Techniques for Creating meaningful dialogues with internal and external audiences.
- The role of two-way communication in public relations success.
- Encouraging transparency and openness through dialogue.
- Managing sensitive and difficult conversations in PR.
- Best practices for fostering productive dialogues with stakeholders.

Unit 3:

Interaction Strategies for Engagement:

- Interactive communication techniques for audience engagement.
- Using digital tools to promote interaction in PR campaigns social media, live chats, forums.
- Enhancing audience involvement through storytelling and personal engagement.
- Monitoring and responding to audience feedback.
- Building long-term relationships through continuous interaction.

Unit 4:

Syntactic Communication for Clarity and Precision:

- Understanding the role of syntax in crafting clear and effective PR messages.
- Developing syntactic structures that enhance message delivery.
- Ensuring consistency in messaging across various communication platforms.
- Analyzing the impact of word choice and sentence structure on public perception.
- Case study: Successful application of syntactic communication in a global PR campaign.

Unit 5:

Best Practices for Sustaining Communication Excellence:

- Integrating listening, dialogue, interaction, and syntactic communication into PR strategies.
- Maintaining communication excellence during PR crises and high-pressure situations.
- Creating an organizational culture that prioritizes clear and consistent communication.
- Continuous improvement in PR communication through feedback and reflection.
- Best practices for aligning PR communication strategies with organizational goals.