

€ TRAINING

Public Relations and Negotiation Skills
Influence and Persuasion

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.

22 - 26 July 2024
Amsterdam (Netherlands)



Public Relations and Negotiation Skills Influence and Persuasion

REF: X1468 DATE: 22 - 26 July 2024 Venue: Amsterdam (Netherlands) - Fee: 5565 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