



**BashirMraish
Consultancy**

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Media & Public Relations Workshop

19/02/2023 -21/02/2023

Introduction

In this workshop, your participants will get knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope the more people know you and offers you opportunities.

Day 1:

Item	Discerption	Time
Opening & Welcome	Get to know each participant	09:00 – 09:30
Module One	Getting Started	09:30 – 10:00
Module Two	Networking for Success	10:00 – 11:00
Module Three	The Meet and Greet	11:00 – 11:30
Break	Relax & Stretch	11:30 – 12:00
Module Four	Dressing for Success	12:00 – 12:30
Module Five	Writing	12:30 – 13:30
Exercise	Group Writing	13:30 – 14:30
Lunch Break	Enjoy the buffet	14:30 – 15:30
Module Six	Setting Goals	15:30 – 16:00
Wrap Up & Discussion	Group Activity	16:00 – 16:30



Day 2:

Item	Discerption	Time
Opening	Coffee Discussion	09:00 – 09:30
Module Seven	Media Relations	09:30 – 10:00
Module Eight	Crisis communication	10:00 – 11:30
Exercise	Statement Writing	11:30 – 12:30
Break	Relax & Stretch	12:30 – 13:00
Module Nine	Employee communication	13:00 – 13:30
Module Ten	Speak To The Camera	13:30 – 14:30
Lunch Break	Enjoy the buffet	14:30 – 15:30
Module Eleven	Body Language	15:30 – 16:00
Wrap Up & Discussion	Group Activity	16:00 – 16:30

Day 3:

Item	Discerption	Time
Opening	Coffee Discussion	09:00 – 09:30
Module Twelve	Flesh out their presentation	09:30 – 10:00
Module Thirteen	Find the right words	10:00 – 11:00
Exercise	PR Planning	11:00 – 12:30
Break	Relax & Stretch	12:30 – 13:00
Module Fourteen	Prepare all the details	13:00 – 13:30
Module Fifteen	Deliver a polished, professional speech	13:30 – 14:30
Lunch Break	Enjoy the buffet	14:30 – 15:30
Module Sixteen	Handle questions and comments effectively	15:30 – 16:00
Wrap Up	Certificate Ceremony and Group Photo	16:00 – 16:30

