



**BashirMraish
Consultancy**

Jordan | Iraq | Libya | Afghanistan | Pakistan | India



Media & Public Relations Workshop

19/02/2023 | 21/02/2023 | 26/02/2023 | 28/02/2023

4 Days | 4 Hours / Day

04: 00 PM - 08:00 PM

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	Discription
Opening & Welcome	Get to know each participant
Module One	Getting Started
Module Two	Networking for Success
Module Three	The Meet and Greet
Module Four	Dressing for Success

Day 2:

Item	Discription
Module Five	Writing
Exercise	Group Writing
Module Six	Setting Goals
Wrap Up & Discussion	Group Activity



Day 3:

Item	Discription
Module Seven	Media Relations
Module Eight	Crisis communication
Exercise	Statement Writing
Module Nine	Employee communication
Module Ten	Speak To The Camera
Module Eleven	Body Language

Day 4:

Item	Discription
Module Twelve	Flesh out their presentation
Module Thirteen	Find the right words
Module Fourteen	Prepare all the details
Module Fifteen	Deliver a polished, professional speech
Module Sixteen	Handle questions and comments effectively
Wrap Up	Certificate Ceremony and Group Photo

