



A PUBLIC RELATIONS COURSE DETAILS – 2006
International Public Relations Association

Note: Courses in this section are endorsed by the

| | Course Title | Start | Finish | You Would Benefit if... | Course Content | Fee |
|-------|--|--------------------------------------|-------------------------------------|---|---|------------|
| PR 1 | Starting in Public Relations Management <i>2 weeks</i> | 20 Feb 15 May 14 Aug 13 Nov | 3 Mar 26 May 25 Aug 24 Nov | You are new to public relations or have taken on the role as an additional responsibility | Management of a public relations programme for any organisation, commercial or otherwise; definitions, role and functions; media relations and related skills for both marketing support and non-commercial applications. Autumn course forms first part of comprehensive five-week course. | £2,500.00 |
| PR 2 | Strategic Public Relations Management <i>2 weeks</i> | 27 Feb 22 May 21 Aug 20 Nov | 10 Mar 2 Jun 1 Sep 1 Dec | You are already managing the strategic public relations function for and giving strategic public relations advice to board or client or being promoted to assume such responsibilities. | Public relations as a strategic management function including crisis management, internal communication, parliamentary liaison, community relations and marketing support activities, working nationally and internationally | £2,850.00 |
| PR 3a | Advanced Strategic Public Relations Management <i>3 weeks</i> | 27 Feb 22 May 20 Nov | 17 Mar 9 Jun 8 Dec | You are already at a board level post or are being promoted to that level or have ten or more years' experience. | Public relations as a board level strategic management function including crisis management, internal communication, parliamentary liaison, community relations and marketing support activities, working both nationally, internationally and in a global context | £3,850.00 |
| PR3b | Advanced Strategic Public Relations Management <i>2 weeks</i> | 6 Mar 30 May 29 Aug 27 Nov | 17 Mar 9 Jun 8 Sep 8 Dec | You are already at a board level post or are being promoted to that level or have ten or more years' experience. | Public relations as a board level strategic management function including crisis management, internal communication, parliamentary liaison, community relations and marketing support activities, working both nationally, internationally and in a global context | £3,100.00 |
| PR 4 | Intensive Advanced Strategic Public Relations Management <i>3 weeks</i> | 21 Aug | 8 Sep | You are working at board level for some time, preferably with public relations qualifications from a recognised institution, or have attended other courses run by Trident's Course Director, Jane Hammond. | Existing public relations skills and techniques to a more advanced level; strong emphasis on course work, both strategic and practical. This course forms second part of comprehensive five-week course. | £4,645.00 |
| PR 5 | Comprehensive Strategic Public | 4 Sep | 6 Oct | You are new to public relations and have to take on senior responsibility at short | Crash course: from introduction to intensive advanced in five weeks, combining course content of PR 1 and PR 4 above. | £5,390.00 |

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| | Relations Management <i>5 weeks</i> | | | notice or you need a fast course to cover all aspects of public relations practice generally. | Strong emphasis on course work, both strategic and practical. | |
| PR 6 | Communicating in a political world <i>1 week</i> | 13 Mar 15 May | 17 Mar 19 May | You are involved in lobbying: talking to legislators at local, national, federal and international levels or are otherwise involved in the political aspects of your organisation | Intensive course on lobbying at local, national and international level, as practised in Europe but with applications for other countries and forms of government. Includes visit to European Union and one night at a Brussels hotel. Course leaders are two of Britain's most experienced and well known lobbyists. | £3,000.00 |
| PR7 | International Issues & Crisis Management <i>3 weeks</i> | 3 Jul | 21 Jul | You are already practising public relations and you have to take on the role of issues management or are already in that role and wish to learn about the subject in more depth. | Setting up and running issues and crisis management procedures, ensuring their effectiveness in the context of the organisation's overall activities and the application of issues management procedures to crisis management. | £4,290.00 |
| PR 8 | Protocol & Public Relations Management <i>1 week</i> | 28 Aug 4 Dec | 1 Sep 8 Dec | You are already in senior management and have been given additional responsibility for protocol and public relations or have been transferred to this work | Integration with and relationship to public relations as a strategic management function including protocol duties, dealing with crises management, internal communication, Government relations and relationship with other diplomatic bodies. | £1,700.00 |
| PR 9 | Print Production <i>1 week</i> | 22 M/y | 26 May | You are in charge of publication production for your organisation | Planning, writing and production of printed material very cost effectively and management of print schedules, with a practical print exercise. This week is a self-contained module within Course PR 3. | £1,239.00 |
| PR 10 | Crisis & Reputation Management | 28 Aug | 1 Sep | You are at a senior public relations level and need to have an intensive course in crisis and reputation management | The latest techniques in managing crises and specialist aspects of managing your organisation's reputation, nationally and internationally. | £2,500.00 |
| PR 11 | Monitoring & Evaluation in Development | 28 Aug | 1 Sep | You are at a senior public relations level, with special responsibilities for community relations and need to have an intensive course in evaluating this work | The latest developments in community relations and development work, as well as monitoring community relations and development work. | £2,500.00 |

B SHORT COURSES IN PUBLIC RELATIONS SUBJECTS - 2006

| | Course Title | Start | Finish | You Would Benefit if.... | Course Content | Fee |
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| SC 1 | Introduction to | 24 Jan | - | You need an introduction to public | An intensive introduction to public relations. You will discover | £195.00 |

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| | Public Relations <i>1 day</i> | 7 Feb 8 Mar 8 May 12 Jul 7 Aug 9 Oct 7 Nov | - - - - - - | relations work, are seeking a basic grounding and want to sharpen your skills. You might be at the start of your career, be taking on a public relations role, be changing your career or be starting a new business. | what public relations is and its place within any organisation. You will find out about drawing up and presenting proposals, identifying target audiences, establishing and maintaining media relations, improving internal communication and assessing a programme's effectiveness. | |
| SC 2 | Writing for the Media <i>1 day</i> | 25 Jan 8 Feb 9 Mar 10 May 13 Jul 8 Aug 8 Oct 8 Nov | - - - - - - - | You might already be in public relations and have to take on the media relations role for the first time, you might need to write news releases in the course of your work or be wanting to seek editorial coverage on a single issue. | Covers the principles of good writing. A brief introduction to writing for the media covers news releases, features and captions. It also includes business writing tasks such as letters, memos, reports and so on. You will learn about understanding a brief, researching information, drafting, checking and producing a fair copy and making your work look good. | £195.00 |
| SC 3 | Event Management <i>1 day</i> | 27 Jan 9 Feb 10 Mar 11 May 14 Jul 9 Aug 11 Oct 9 Nov | | You might have to take on the organisational responsibility for event organisation, have to organise a major event at short notice or need some background knowledge for a new job which includes event management. | Covers different types of events, whether they are news conferences, promotions or other occasions. You will learn about planning and timetabling events, creating and maintaining action checklists, monitoring progress, allocating duties and working in teams and learning each time from experience. | £195.00 |
| SC 4 | Getting it Right in Print <i>2 days</i> | 10 Feb 15 Mar 8 Apr 18 May 20 Jul 10 Aug 12 Oct 10Nov | 11 Feb 16 Mar 9 Apr 19 May 21 Jul 10 Aug 13 Oct 11Nov | You are responsible for print production, producing anything from the annual report to short pamphlets and leaflets to brochures. | Covers the complexities of print production, from the initial typed or written rough draft. You will learn about the production of corporate literature and presentation with confidence. The course includes terminology, scheduling the work, liaising with the printer and ensuring that you make cost effective decisions. The course includes a visit to a commercial printer. | £350.00 |

C COURSES FOR SENIOR SECRETARIAL STAFF AND PERSONAL ASSISTANTS - 2006

| | Course Title | Start | Finish | Who Would Benefit | Course Content | Fee |
|-------|---|---|--|---|--|------------|
| SS 1a | Diploma in Secretarial Administration <i>2 weeks</i> | 6 Feb 3 Apr 8 May 10 Jul 31 Jul 29 Aug 2 Oct 6 Nov | 17 Feb 14 Apr 19 May 21 Jul 11 Aug 8 Sep 13 Oct 17 Nov | Secretarial staff, working at middle management level and seeking to enhance their existing skills or learn new ones. | Secretarial skills, with special emphasis on business skills, information technology, word processing spreadsheets, database, presentations, communications, internet and e-mail. | £1,750.00 |
| SS 1b | Diploma in Secretarial Administration <i>3 weeks</i> | 6 Feb 3 Apr 8 May 10 Jul 31 Jul 29 Aug 2 Oct 6 Nov | 24 Feb 18 Apr 26 May 28 Jul 18 Aug 15 Sep 20 Oct 24 Nov | Secretarial staff, working at middle management level and seeking to enhance their existing skills or learn new ones. | Secretarial skills, with special emphasis on business skills, information technology, word processing spreadsheets, database, presentations, communications, internet and e-mail. | £2,500.00 |
| SS 2a | Private Secretary's Diploma <i>2 weeks</i> | 6 Feb 3 Apr 8 May 10 Jul 31 Jul 29 Aug 2 Oct 6 Nov | 17 Feb 14 Apr 19 May 21 Jul 11 Aug 8 Sep 13 Oct 17 Nov | Anyone working for senior management in a secretarial role and wishing to extend knowledge and expertise so as to be more effective in an existing post or qualify for promotion. | Secretarial administration, private secretary's role and personal effectiveness, secretarial procedures, office administration, work environment and controls, information and communication, business writing skills, arranging events and business travel, the business world, public and private sectors, international trade; information technology, word processing, spreadsheets, database, presentations, communications - internet and e-mail. | £1,750.00 |
| SS 2b | Private Secretary's Diploma <i>3 weeks</i> | 6 Feb 3 Apr 8 May 10 Jul 31 Jul 29 Aug 2 Oct 6 Nov | 24 Feb 21 Apr 26 May 28 Jul 18 Aug 15 Sep 20 Oct 24 Nov | Anyone working for senior management in a secretarial role and wishing to extend knowledge and expertise so as to be more effective in an existing post or qualify for promotion. | Secretarial administration, private secretary's role and personal effectiveness, secretarial procedures, office administration, work environment and controls, information and communication, business writing skills, arranging events and business travel, the business world, public and private sectors, international trade; information technology, word processing, spreadsheets, database, desk top publishing, presentations, communications - internet and e-mail. | £2,500.00 |
| SS 3a | Executive | 6 Feb | 17 Feb | Executive secretaries and directors' | Executive secretary's role, business writing skills and | £2,150.00 |

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| | Secretary's Diploma <i>2 weeks</i> | 3 Apr 8 May 11 Jul 31 Jul 29 Aug 2 Oct 6 Nov | 14 Apr 19 May 21 Jul 11 Aug 8 Sep 13 Oct 17 Nov | personal assistants, working at directors' level and wishing to extend knowledge and expertise so as to be more effective in an existing post or to qualify for promotion. | presentations and arranging conferences and other events; information technology such as word processing, spreadsheets, database, desk top publishing, presentations, and communications media such as internet, intranet and e-mail; health and safety at work; business administration and management; and personal organisation and presentation skills.. | |
| SS 3b | Executive Secretary's Diploma <i>3 weeks</i> | 6 Feb 3 Apr 8 May 10 Jul 31 Jul 29 Aug 2 Oct 6 Nov | 24 Feb 21 Apr 26 May 28 Jul 18 Aug 15 Sep 20 Oct 24 Nov | Executive secretaries and directors' personal assistants, working at directors' level and wishing to extend knowledge and expertise so as to be more effective in an existing post or to qualify for promotion. | Executive secretary's role, business writing skills and presentations and arranging conferences and other events; information technology such as word processing, spreadsheets, database, desk top publishing, presentations, and communications media such as internet, intranet and e-mail; health and safety at work; business administration and management; and personal organisation and presentation skills.. | £2,950.00 |