



ASSETS PROTECTION COMPANY
SECURITY AND SAFETY TRAINING CENTER
 (A DIVISION OF SAUDI PETRO GAS COMPANY)

Towards Excellence In Public Relations

The aim of this program is to enable the PR executives to appreciate their changing role in today's highly competitive business scenario and enhance their competence to perform effectively in their respective area of work.

Objectives:

At the end of the program, the participants will be able to:

- Appreciate the increasing importance of PR functions in today's changing business scenario
- Enhance their understanding of appropriate tools and techniques used in corporate communication
- Effectively manage media planning and advertising campaigns
- Improve audio-visual, public speaking and writing skills for effective PR functioning
- Learn from the best practices followed by others and imbibe them in their working

Course Subjects & Schedule:

<u>Day 1</u>	<ul style="list-style-type: none"> ▪ Changing role of PR executives: Issues and Challenges ▪ Dealing with Stakeholders 	<u>Day 4</u>	<ul style="list-style-type: none"> ▪ Managing Advertising Campaigns ▪ Managing internal communication ▪ Handling difficult situations ▪ Dialogue with a leading PR Professional
<u>Day 2</u>	<ul style="list-style-type: none"> ▪ Tools for Effective PR Functioning ▪ Personality Development and Non-Verbal Communication 	<u>Day 5</u>	<ul style="list-style-type: none"> ▪ Group Discussion & Preparation of Action Plan ▪ Final exam
<u>Day 3</u>	<ul style="list-style-type: none"> ▪ Media Planning and Management ▪ Plant / Unit / CO PR Interface 		

<u>Participants:</u>	<ul style="list-style-type: none"> ▪ All executives performing public relations functions
<u>Methodologies:</u>	<ul style="list-style-type: none"> ▪ Lecture, group activities, syndicate work, case studies, group presentations ▪ Evaluation: <ul style="list-style-type: none"> • Written Test • Practical: Oral / Viva-voce
<u>Duration:</u>	Five (5) days
<u>Course Location:</u>	Security and Safety Training Center, Dhahran or at Client's Venue
<u>Course Cost:</u>	S.R. 3562.00 per Participant
<u>Language:</u>	English / Arabic