



## *WORKSHOP INFORMATION*

### *Preparing a Public Relations/Communication Plan – 10 April 2008*

A well considered plan is the essential foundation for a successful public relations campaign, regardless of its scope or budget.

This full-day workshop covers the ten key elements of a comprehensive public relations/communication plan, including how to develop media relations and issues management strategies, objectives, target publics, research, timing, budgeting, and evaluation.

Led by experienced PR consultant and trainer Carol Moore, the interactive, small-group workshop combines theory with practical exercises. The workshop emphasises participant interaction, exercises, discussion and sharing of experiences in a supportive environment, and provides guidelines, tips and tools to enable you to write a PR/communication plan as soon as you get back to the office.

#### **KEY ASPECTS COVERED IN PR/COMMUNICATION PLAN WORKSHOP:**

- The ten key elements of a PR/communication plan
- Considering the communication opportunity or challenge and the issues involved
- Using research to help plan your campaign or activity
- Writing objectives that provide a clear direction and enable effective evaluation
- Identifying and analysing target publics to ensure targeted communication
- Communication tactics commonly used in PR campaigns, including media activities
- Guidelines to preparing budgets and timelines
- Evaluation mechanisms to ensure accountability, including media content analysis

Please note that this workshop does not cover business writing skills, media release writing or media relations strategy, which are the focus of three other one-day workshops.

#### **WHO SHOULD ATTEND?**

Whether you are new to the communication field and are keen to learn the basics or an experienced practitioner in need of an update and fresh ideas, this workshop will give you useful guidelines and tools to help you prepare an effective PR plan. It's ideal for PR and marketing executives, public affairs and media relations officers, and businesspeople who wish to develop their own public relations campaign.

The workshop is held at Kennedy Communications' Television and Radio Training studios in Sutherland, which are 40 minutes from Sydney CBD by car or 30 minutes by train.

## YOUR TRAINER:

**Carol Moore** is an award-winning public relations consultant, writer, and qualified trainer who is passionate about writing and communication. She is the principal of Sydney consultancy Moore Public Relations, a boutique agency she founded in 2000 after 12 years with large consultancies. Her experience in writing PR plans over the past 20 years spans a wide range of sectors, from healthcare and consumer goods to government, not-for-profit and business-to-business.

Carol is a Member of the Public Relations Institute of Australia and holds a degree in Business-Communication, majoring in public relations, and a Certificate IV in Workplace Training and Assessment.

## COMMENTS FROM PREVIOUS PARTICIPANTS:

“The workshop gave a great template/outline. Excellent information on the level of detail and practicalities to generate a usable communication plan.” Becky Moloney, Communication Manager, Opus Capital Limited

“I was looking for tips and how the theories of planning are put into practice and the course definitely provided that. The manner in which the content was delivered was excellent.” Michael Mercado, Public Affairs Officer, Federal Department of Health & Ageing

“Very enjoyable. Good to hear from peers and share information. Provides a great point of reference for moving forward.” Kath Eggleston, Account Manager, Red Agency

“Carol was able to use examples of previous and current work to emphasise her points. Well rounded and complete presentation.” Tracy Bellerby, Public Affairs Officer, Royal Australian Navy

## YOUR INVESTMENT:

**For \$495+GST per person**, you receive a **full day of training** (9am-5pm) and a **comprehensive workbook**. We also offer discounts for early birds: book and pay at least one month before the workshop for \$470+GST.

**RESERVE YOUR PLACE TODAY** or find out more by calling Carol Moore on 02 9560 2826 or emailing [carolmoore@moorepr.com.au](mailto:carolmoore@moorepr.com.au).

## OTHER WORKSHOPS:

For those interested in media release writing and media relations, we run two separate yet related full-day workshops (book both workshops to receive a discount):

***Writing Effective Media Releases that Generate Coverage*** covers all the basics of how to produce effective media releases, including how to identify news and find the best ‘hooks’ or angles, as well as content, structure and style. The interactive workshop also includes practical writing exercises and individual feedback during and after the session.

***Strategically Targeting Media: How to Plan, Package, and Pitch your Story*** covers how to identify the right media, prepare and package tailored media information, plan the timing of your media campaign, and implement media activities from writing a pitch email to holding a media conference.

**Other workshops** (open groups, in-house or private coaching) include: *Business Writing, Media Interview Training, Speech Writing, Presentation Training* and *Crisis Management*.