



## One-Day Open Group Workshop

# PREPARING A PUBLIC RELATIONS/COMMUNICATION PLAN

Sydney, 9am-5pm, Thursday 21 May 2009

\$525+GST per person (maximum 10 people in group)

A well considered plan is the essential foundation for a successful public relations campaign, regardless of its scope or budget. **PREPARING A PUBLIC RELATIONS/COMMUNICATION PLAN** is an interactive one-day workshop that covers the ten key elements of a comprehensive public relations/communication plan, including how to develop media relations and issues management strategies, prepare objectives, analyse target publics, and consider research, timing, budgeting, and evaluation.

Developed by **Moore Public Relations** and run in association with **Kennedy Communications**, the workshop combines theory with practical examples and is limited in size (maximum 10 people) to ensure personal attention. It 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 business writing skills, media release writing and media relations strategy are covered in other 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.

### YOUR TRAINER:

**Carol Moore** is an award-winning public relations consultant, corporate 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 communication experience 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.

...tell me more...

## 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 used examples of previous and current work to emphasise her points. Well rounded and complete presentation.” Tracy Bellerby, Public Affairs Officer, Royal Australian Navy

## VENUE:

This Moore PR/Kennedy Communications workshop is held at the offices of the Public Relations Institute of Australia, Suite 33, 94 Oxford Street, Darlinghurst.

## YOUR INVESTMENT:



For **\$525+GST per person**, you receive a full day of training (9am-5pm), a comprehensive workbook and morning and afternoon tea.

Payment may be made by cheque or electronic funds transfer (we do not take credit cards). Our payment terms are 14 days from the invoice date or five business days before the workshop, whichever comes first.

Please note that unless we have agreed alternative arrangements in writing, we may assign your place to someone else and/or decline entry to the workshop if payment is not received by the due date.

## RESERVE YOUR PLACE TODAY:

Please contact Carol Moore on 02 9560 2826 or [carolmoore@moorepr.com.au](mailto:carolmoore@moorepr.com.au) to check availability of places in the workshop. Then, simply complete the attached booking/training needs form (one copy per participant) and fax it back. We will then send you a tax invoice; your place in the workshop is confirmed when payment is received.

**OUR WORKSHOPS:** Moore Public Relations and Kennedy Communications offer workshops on: *Writing Media Releases, Strategically Targeting Media, Media Interview Techniques, Speech Writing, Presentation Training, Preparing a PR/Communication Plan, Crisis Management and Essentials of Effective Business Writing.* Please contact us for details.

## NON-ATTENDANCE, CANCELLATION & TRANSFER POLICY:

- We do not refund your workshop fee unless we cancel or postpone the workshop due to insufficient registrations or circumstances beyond our control.
- You may nominate someone else to attend the workshop in your place at any time.
- **If you (or a nominated colleague) are unable to attend the workshop, you need to advise us in writing at least two weeks before the workshop date;** you may transfer your booking to another scheduled workshop or, if a further workshop on your chosen topic is yet to be scheduled, a credit note will be provided.
- In exceptional personal circumstances, we may consider cancellations or transfers within the two-week period. If this occurs, you may be charged a \$150+GST administration fee.



**Workshop Booking & Training Needs Form**  
**PREPARING A PR/COMMUNICATION PLAN – 21 May 2009**

Please fax your completed form to Carol Moore on 02 8569 0236

PARTICIPANT'S NAME			
PARTICIPANT'S JOB TITLE			
ORGANISATION NAME			
ORGANISATION ADDRESS			
CONTACT PHONE NUMBER			
EMAIL ADDRESS			
SIGNATURE (indicates acceptance of payment terms & cancellation/transfer policy)			
CONTACT PERSON/DETAILS FOR INVOICE (if different to above)			
HOW DID YOU FIND OUT ABOUT THE WORKSHOP? (Please indicate with * or underline)	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;">           Previous workshop            Kennedy Communications' website            Moore Public Relations' website            Email about workshops         </td> <td style="width: 50%; vertical-align: top;">           Google / other search engine            PRIA / RCG / IABC            Recommended by (please specify):         </td> </tr> </table>	Previous workshop Kennedy Communications' website Moore Public Relations' website Email about workshops	Google / other search engine PRIA / RCG / IABC Recommended by (please specify):
Previous workshop Kennedy Communications' website Moore Public Relations' website Email about workshops	Google / other search engine PRIA / RCG / IABC Recommended by (please specify):		
INDUSTRY SECTOR Please indicate the industry in which you work or, if you are a PR/marketing consultant, the sector in which you specialise e.g. health, IT, government			
LEVEL OF EXPERIENCE Please indicate your level of experience in preparing PR/communication plans. If you have some experience, please also indicate the types of plans you have written.	No experience A little experience Quite experienced Very experienced		
YOUR TRAINING OBJECTIVES: What specifically do you hope to gain from the workshop? Are there any particular skills you would like to learn and/or improve on?  Please include any other details that you feel may help us meet your training needs.			