

CONTINUING PROFESSIONAL EDUCATION PROGRAM 2008

How do your public relations skills shape up when dealing with difficult situations, issues and crises? Being well-informed and having the know-how to use new technology, focus your strategies and bring your combined efforts to an excellent conclusion are expected by clients and CEOs.

PRIA Victoria is committed to ongoing education for our industry practitioners. We have entered into a joint initiative with RMIT University to offer a range of trainings and workshops to equip practitioners with more skills and abilities to achieve outstanding outcomes. Taking part in these specially designed courses will further enhance your own career goals and success.



Christine Lawrey
President
Public Relations Institute of Australia (Vic)

Can you afford not to be informed and proactive in today's best practice public relations market? RMIT University, an Australian leader in public relations education, provides both practitioners and students of public relations with the opportunity to build their skill base and knowledge with hands-on workshops and trainings.

Highly-qualified, experienced practitioners reveal their hard-won secrets and knowledge, providing expertise on a range of specially selected topics. The guidance, insights and skills of these practitioners can dramatically boost your confidence and your public relations career.



Ms Maggie Walsh, MA (Hons), MPRIA
Senior Lecturer and Program Director
RMIT University



HOW WILL I BENEFIT?

You will learn advanced aspects of public relations and build your practical professional skills, giving you the edge in best practice. All participants receive a Certificate from RMIT on successful completion.

WHO SHOULD APPLY?

- People working in public relations or related jobs
- Those who want to start a public relations career
- Managers who supervise staff in public relations departments
- Those studying in the communication field

PROGRAM DETAILS

Individual trainings or workshops are designed to work for you. They run over four hours in the evening or daytime (half day), or between 9.30am-5.00pm on weekends & some weekdays (full day). Each training is restricted to 25 places. Book early to avoid disappointment.

FEES AND APPLICATIONS

Application for admission to each unit is to be made on the enrolment form attached.

You can also enrol online at www.shortcourses.rmit.edu.au

Terms and Conditions can be found on the enrolment form or can be viewed online.

Standard Fee: Cost per unit is \$195 for half day/evening sessions and \$295 for full-day weekend sessions.

PRIA/ACC Members: Cost per unit is \$180 for half day/evening sessions and \$260 for full day session.

Students: Cost per unit is \$120 for half day/evening sessions and \$150 for full day session (copy of student card required).

NEED MORE INFORMATION?

Contact our Customer Service Centre:

Telephone: 03 9925 8111

Facsimile: 03 9925 8134

Email: enquiries@rmit.edu.au

Website: www.shortcourses.rmit.edu.au

Address: Level 3, 449 Swanston Street
Melbourne Vic 3000



RMIT/PRIA PUBLIC RELATIONS CONTINUING PROFESSIONAL EDUCATION PROGRAM

2008



PROGRAM CALENDAR 2008

THE KEYS TO EVENT MANAGEMENT

Course code: S200053

Wednesday 2 April (9.30am – 5.00pm)

Monday 25 August (9.30am – 5.00pm)

How are events such as festivals, sporting events and conferences effectively pulled together? The principles that apply to large events also carry through to smaller events. This training will help you initiate and organise events that produce top results. Successful promotion and event management requires highly developed, multi-tasking skills and clever planning. Learn how to maximise the impact of your event and successfully obtain the media coverage you need.

Presenter: Kerrie Milburn-Clark, Communication Consultant

OH F*#! IT'S HAPPENED! CRISIS MANAGEMENT

Course code: S200028

Monday 14 April (5.30pm – 9.30pm)

Monday 11 August (5.30pm – 9.30pm)

What happens in a company when the worst-case scenario hits? Public relations practitioners have been the traditional managers of crises in organisations – but company protocols and policies must be in place before a crisis erupts. Classic and contemporary crisis events in Australia have parallels in other countries, establishing useful lessons for organisations wanting to design their own Crisis Communication Plan. This workshop explores the design of realistic programs to plan for and handle crises, plus practical exercises that demonstrate how to minimize damage to your organisation.

Presenter: Andrew Kilsby, Head of Media and Government Affairs, Newcrest Mining

MANAGING THE ANGRY MOB – COMMUNITY ENGAGEMENT

Course code: S200068

Thursday 8 May (5.30pm – 9.30pm)

Thursday 4 September (5.30pm – 9.30pm)

Dealing with an angry public and building good community relations can challenge anyone. This training looks at issues that arise and proposes solutions to prevent projects from being swamped by negative community opinion. It focuses on the keys to identify and anticipate trouble spots, meaningful communication that allows everyone to be heard and tips to ensure success.

Presenter: David Hawkins, FPRIA, Director, SOCOM

MEDIA RELEASE & PR WRITING

Course code: S200062

Saturday 10 May (9.30am – 5.00pm)

Wednesday 16 July (9.30am – 5.00pm)

Saturday 25 October (9.30am – 5.00pm)

How can you improve your media release writing skills to ensure your organisation gets the best coverage? Good writing skills are essential – and you must know what editors and journalists are looking for. Learn how to create well-written media kits that produce top results.

Presenter: Maree Curtis, RMIT Lecturer, Former Editor, Herald Sun Sunday Magazine

STRATEGY PLANNING – FOCUSING YOUR STRATEGY FOR OUTSTANDING OUTCOMES

Course code: S200069

Wednesday 4 June (9.30am – 5.00pm)

Monday 15 September (9.30am – 5.00pm)

Good strategy relies on a particular way of thinking – with a combination of clarity and creativity. Strategic thinking adds excellence to proposals, campaigns and promotional events – it is usually the element that clients and CEOs are seeking. Learn how to plan strategically so that your professionalism and success rates soar. This training will use case studies and reveal hard-won secrets to ensure that participants identify, develop and focus their own strategies.

Presenter: Noel Turnbull, RMIT Adjunct Professor, Former Director, Turnbull Porter Novelli

PR MEDIA TRAINING

Course code: S200047

Saturday 14 June (9.30am – 5.00pm)

Saturday 18 October (9.30am – 5.00pm)

How can you be totally confident when dealing with the media? Build your skills and knowledge with this practical full-day training, being coached and guided by media experts. Learn how and when to proactively approach the media with success. Feel in control when the media turns on the pressure. This training is a must for anyone who suspects they will one day face either the print or electronic media in their career.

Presenters: Neil Spark, Publisher and Editor, RACV Magazine & Doug Weller, Director, Corporate Media Services

WRITING INFLUENTIAL SPEECHES

Course code: S200074

Friday 27 June (9.00am – 1.00pm)

Friday 31 October (9.00am – 1.00pm)

A brilliantly written speech can sway an audience and win favour for the presenter. Flow, logic, structure, timing and choice of natural words are vital. Learn how to draw verbal pictures, use smooth transitions and avoid complicating sentences so that people hear clearly and really consider what you're trying to say. Masterful speechwriting is an art – one that can carry you far in your career.

Presenter: Geoff Kelly, Director, Kelly Strategic Influence

EFFECTIVE EVALUATION FOR GOVERNMENT

Course code: S200075

Friday 4 July (9.00am – 1.00pm)

Communication professionals are increasingly being held accountable to prove their stated outcomes have been successfully achieved. Poor evaluation can affect the bottom line, with unwanted budget cuts. People working in government, consultancies, corporations and the not-for-profit sector must be able to show that their efforts have been well-planned, responsive and effective. This training outlines the steps needed to ensure you can easily and effectively evaluate your programs and campaigns.

Presenter: Kerrie Milburn-Clark, Communication Consultant

DEALING WITH DIFFICULT SITUATIONS

Course code: S200071

Thursday 31 July (5.30pm – 9.30pm)

Afraid you might lose the upper hand in a difficult situation with a client or boss? Learn techniques to ensure that you maximise your chances of maintaining control and achieving your outcomes in the most trying situations. Discover how to lead management, clients or peers to win/win results. Find out how to focus on building instant rapport and breaking down barriers. See how objections can be easily overcome by simply choosing the right responses to challenge pre-conceived ideas. Explore ways of building and maintaining effective long-term relationships.

Presenters: Alan Mason, Master NLP Practitioner & Maggie Walsh, MA (Hons), MPRIA, Master NLP Practitioner