



# **ICCO**

## **TRAINING**

**INTRODUCTORY  
INTERMEDIATE  
ADVANCED  
PERSONAL SKILLS  
ICCO GLOBAL DIPLOMA**

**September 2019 - August 2020**

## ICCO ASSOCIATIONS

|                           |  |                              |
|---------------------------|--|------------------------------|
| APRA                      | Armenian Public Relations Association  | Armenia                      |
| PRIA                      | Public Relations Institute of Australia  | Australia                    |
| PRVA                      | Public Relations Association Austria   | Austria                      |
| C2                        | C2 Communication Community   | Belgium                      |
| ABRACOM                   | Brazilian Association of Communication Agencies                                  | Brazil                       |
| BAPRA                     | Bulgarian Association of Public Relations Agencies                               | Bulgaria                     |
| CCPRF                     | Canadian Council of Public Relations Firms                                       | Canada                       |
| APRA                      | Czech Association of Public Relations Agencies                                   | Czech Republic               |
| Public Relations Branchen |  | Denmark                      |
| MTL                       | The Finnish Association of Marketing, Technology, and Creativity                 | Finland                      |
| SCRIP                     | Syndicat du Conseil en Relations Publics   | France                       |
| ACAG                      | Association of Communications Agencies Georgia                                   | Georgia                      |
| GPRA                      | German Public Relations Association  | Germany                      |
| EDEE                      | Hellenic Association of Communications Agencies                                  | Greece                       |
| HuPRA / MPRSZ             | Hungarian PR Association   | Hungary                      |
| PRCAI                     | Public Relations Consultants Association of India                                | India                        |
| PRCA                      | Public Relations Consultants Association (Ireland)                               | Ireland                      |
| Assorel                   | Italian Association of Public Relations Agencies                                 | Italy                        |
| HACO                      | National Public Relations Association of the Republic of Kazakhstan              | Kazakhstan                   |
| CICOM                     | Confederation of the Marketing Communication Industry                            | Mexico                       |
| PRCA MENA                 | Public Relations and Communications Association MENA                             | Middle East and North Africa |
| VPRA                      | Dutch Association for PR & Communications Agencies                               | Netherlands                  |
| PRCAN                     | Public Relations Consultants Association of Nigeria                              | Nigeria                      |
| KOMM                      | Certified Communications Agencies Association                                    | Norway                       |
| ZFPR                      | Związek Firm Public Relations  | Poland                       |
| APECOM                    | Portuguese Association of Business Council in Communication and Public Relations | Portugal                     |
| ARRP                      | Romanian Public Relations Association  | Romania                      |
| SPN Communications        | SPN Communications   | Russia                       |
| AKOS                      | The Russian Communications Consultancies Association                             | Russia                       |
| DSOJ / PRSSRB             | Public Relations Society of Serbia   | Serbia                       |
| APRSA                     | Association of Public Relations Slovak Republic                                  | Slovakia                     |
| PRCA SEA                  | Public Relations and Communications Association South East Asia                  | South East Asia              |
| PRISA                     | The Public Relations Institute of Southern Africa                                | Southern Africa              |
| ADECEC                    | The Association of Communications and PR Consultancy Companies                   | Spain                        |
| PRECIS                    | Association of Public Relations Consulting in Sweden                             | Sweden                       |
| BPRA                      | Association of Swiss PR Agencies   | Switzerland                  |
| IDA                       | Communication Consultancies Association of Turkey                                | Turkey                       |
| PRCA                      | Public Relations and Communications Association                                  | UK                           |
| PR Council                | PR Council   | USA                          |



**Francis Ingham MPRCA**  
ICCO Chief Executive,  
PRCA Director General

## Welcome to the ICCO Training Brochure for 2019–2020.

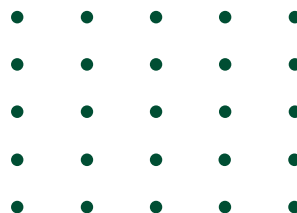
ICCO is committed to providing PR practitioners with access to the highest quality training throughout their professional career. We offer resources and courses designed for junior, intermediate, and senior levels that can be accessed from anywhere in the world.

This brochure features training offerings designed for international learners to achieve their career goals, fine tune skills, understand new topics or simply broaden their perspective on a particular aspect of communication.

We hope you enjoy browsing the brochure and hope to welcome you onto an ICCO training session soon.

## THREE-POINT QUALITY PROMISE

- 1.** Trainers will be marked out of 10 by delegates on categories including trainer knowledge, the content of the course, relevance of the case studies, and the overall experience of attending a session.
- 2.** If any trainer scores below 8/10 twice in a year, the trainer's approved status will be reviewed.
- 3.** The delegate will receive a free webinar course if they are not satisfied by the learning outcomes of the training. This will be based on the course not meeting the description given by the ICCO website and training brochure.

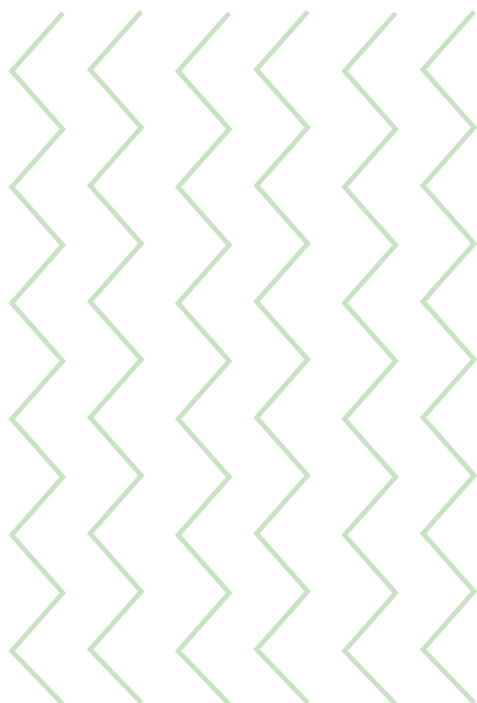
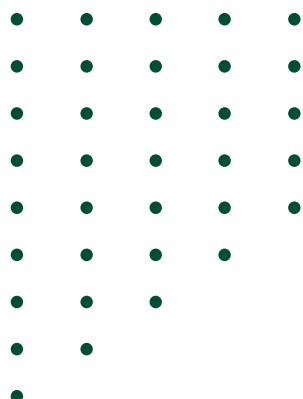


We are the only training provider to offer such a bold guarantee and it reflects the confidence we have in our offering.

## WELCOME TO ICCO TRAINING

As part of its commitment to promoting all aspects of the global PR and communications industry, ICCO has developed an extensive programme of training courses, helping teams and individuals maximise the value they deliver to clients and organisations. With 55 courses now on offer, there is a ICCO webinar suitable for those in every corner of the industry – whatever the stage of your career.

All of our courses have a practical focus, meaning the skills, techniques and best practice taught in our sessions can be used with immediate effect upon returning to work.



### ONLINE TRAINING

For those limited by distance or cost, ICCO delivers a series of 90-minute interactive webinars. Delegates attend these sessions live online in a virtual version of a face-to-face training course.

### ICCO GLOBAL DIPLOMA

ICCO Global Diplomas have been designed to help give you and your staff a clear and structured programme of professional development that helps you progress regardless of your current level within the organisation.

### CPD PROGRAMME

With each course, you can rack up points towards the first global CPD programme for the PR and communications industry, while building skills and widening knowledge.

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# ONLINE TRAINING

ICCO offers 55 interactive webinars: training sessions that give delegates the opportunity to interact live with the trainer online.

## INTERACTIVE

View trainer presentations, ask questions via a live questions feed, and receive feedback in real time.

## CONVENIENT

Access from any computer with an internet connection and train from home or the office.

## COST

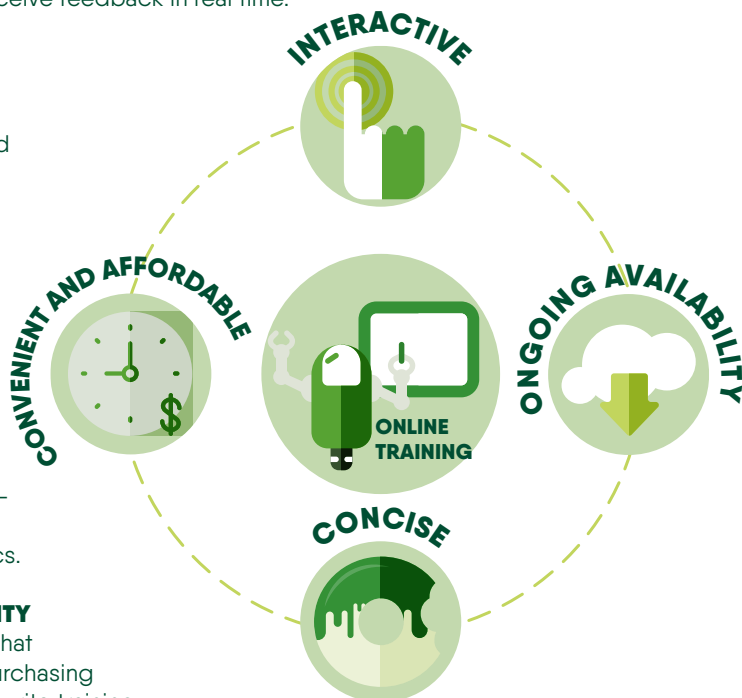
Train for less than a third of the cost of a face-to-face course, with minimal time away from work.

## CONCISE

The format gives a bite-sized introduction to a variety of relevant topics.

## ONGOING AVAILABILITY

Review and reinforce what you have learned by purchasing recordings of your favourite training sessions.



Enquire at [training@prca.org.uk](mailto:training@prca.org.uk) or call 020 7233 6026.

# ONLINE WEBINAR LIBRARY

ICCO's UK Member PRCA has launched a brand-new **Online Library**, allowing practitioners across the globe to access webinars and online training at a time and place that suits them.

From *Introduction to Google Analytics for PR and Communications* to *Women in Senior Leadership: A guide to taking charge of your career*, the Online Library has something for everyone.

Once a webinar is purchased, the video can be found in the **My Webinars** tab on your Account page.

Contact **[training@prca.org.uk](mailto:training@prca.org.uk)** for any further information.

## WHY CHOOSE ICCO AND PRCA ONLINE TRAINING?

Learn from expert PR practitioners at a time and place that suits you. All webinars in the Online Library can be watched on demand, giving you ease of time and comfort.

There is a variety of courses, with different levels and skill types, which you can browse through.

Recordings can be accessed for an unlimited time, so you can follow up on your learning at any point.

Recordings can be used for internal training sessions, lunch & learn events, and to train new starters at a convenient time for you.

Our trainers are available for follow-up questions and consultation, which PRCA training can organise for you.

# ICCO RESOURCE LIBRARY

The new ICCO Resource Library has been developed to service members around the world and create a robust body of knowledge for communicators to keep update with industry thinking across continents.

## BROWSE

All ICCO members can now browse hundreds of resources, articles, case studies, guides, and videos from around the world.

## SUBMIT

Whether you are a PR guru, academic, commentator or pioneering agency, submit your own resources for fellow practitioners, raise your own profile and contribute to the ultimate international repository of PR knowledge in the process!





## ICCO ENDORSES THE PRCA CONTINUOUS PROFESSIONAL DEVELOPMENT PROGRAMME (CPD)

CPD is a recognised part of good professional practice. It is the process by which practitioners build skills and deepen knowledge.

It is a structured way of continuously reviewing competencies: seeking out best practice, acquiring new tools, techniques, and theories, and sharing knowledge.

ICCO and PRCA are committed to creating a culture of CPD across the global PR and communications industry. The PRCA has developed PRCA CPD as an easy-to-use online platform that encourages users to take control of their development, maintain their edge, and build their careers.

The PRCA CPD Programme is open to all employers, all membership bodies, and all training providers. It aims to put CPD within the reach of all PR and communications practitioners. The PRCA CPD is free, removing any barriers to professionalism.

**To successfully complete the programme each year, users must log at least 160 development points annually.**

All of our training courses contribute towards your CPD points. You'll find the number of CPD points each carries alongside the course description.



# BESPOKE TRAINING

Bespoke training offers your organisation a truly unique, in-house training experience, tailored to the specific challenges and needs you face on a day-to-day basis.

You may wish to expand on one of our current courses or design an entirely new course, utilising our extensive pool of highly experienced, certified trainers. The courses can also be held at a location and on a date that suits you.

## FOUR REASONS WHY YOU SHOULD USE BESPOKE TRAINING

### TAILORED CONTENT

Design the course with the trainer to meet the exact training needs of the team.

### CONFIDENTIAL

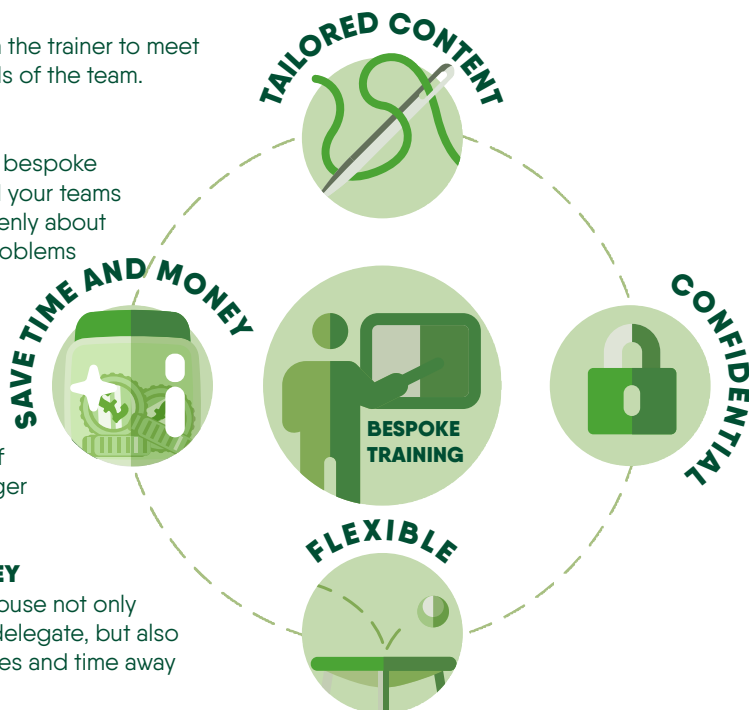
The in-house nature of bespoke training means you and your teams can talk frankly and openly about specific or sensitive problems you face.

### FLEXIBLE

Hold the course at a convenient time for you. Spread the training over a series of shorter courses or longer intensive sessions.

### SAVE TIME AND MONEY

Bringing a course in-house not only reduces the cost per delegate, but also saves on travel expenses and time away from the office.



To book a Bespoke training session, contact the team at [training@prca.org.uk](mailto:training@prca.org.uk)

# ICCO GLOBAL DIPLOMA IN PR AND COMMUNICATIONS

The ICCO Global Diploma in PR and Communications is a first of its kind, using our worldwide knowledge and expertise to strengthen and sustain ethics within the industry, whilst helping to advance one's career at an international level. This qualification will give you that advantage, as well as the tools to enhance your career as specialisms within the industry transform and continue to develop.

- Developed using PRCA accredited training courses
- All online and easily accessible
- Courses run by industry leaders and experts
- 25 courses to choose from across a range of disciplines
- Interactive, concise, and convenient
- 6 months to complete the qualification

The qualification covers training in Campaign Management, Winning New Business, Writing Skills, Digital and Social, People and Performance Management, and Crisis Management.

**ICCO Member: €500+VAT / Non-member: €600+VAT**

Price includes training, assessment, and certificate.





The International Communications Consultancy Organisation (ICCO) is the global voice of the public relations and communications industry. Through our network of 41 associations, representing PR and communications agencies in 66 countries, ICCO members strive to shape the future of communications by improving professional standards and tackling collective issues collaboratively.

Engage with ICCO to forge international partnerships and join a global network of communications agencies.

#### **Rob Morbin**

General Manager, ICCO  
[rob.morbin@iccopr.com](mailto:rob.morbin@iccopr.com)

London, SE1 OBE  
+44 (0) 20 7233 6026

[\*\*www.iccopr.com\*\*](http://www.iccopr.com)

# HOW THIS BROCHURE WORKS

## COURSES ARE ARRANGED BY SUBJECT AND FALL INTO FOUR LEVELS



### INTRODUCTORY COURSES

Designed for those who have just started out in PR and communications.



### INTERMEDIATE COURSES

Designed for those who already have a good grounding in fundamental PR and communications skills and processes, and would like to hone their skills and advance their careers.



### ADVANCED COURSES

Designed for those at management level, helping to improve teams and performance.



### PERSONAL SKILLS

Designed to improve interpersonal skills. They are not specific to job level or role.

## SYMBOLS

10

CPD POINTS

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# KEY SKILLS



## Ethics in PR and Communications

**INTRODUCTORY**

**CPD POINTS 10**

This webinar aims to create a wider understanding between the obligations surrounding PR and legal responsibilities in order to raise awareness and make the importance of these commitments far more transparent.

**Online:** 16<sup>th</sup> January, 2020 • 21<sup>st</sup> May, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Claire Walker FPRCA

**LENGTH** 90 minutes

## Managing Accounts Across International Markets

**INTERMEDIATE**

**CPD POINTS 10**

Discover how to efficiently manage your accounts across markets by increasing your cultural awareness. Learn about cross-cultural communications strategies that will help you avoid the potential pitfalls of juggling various stakeholders, local markets, and audiences from different countries.

**Online:** 4<sup>th</sup> February, 2020 • 4<sup>th</sup> August, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Julia Locatelli

**LENGTH** 90 minutes

## Measuring and Evaluating PR Campaigns

**INTERMEDIATE**

**CPD POINTS 10**

'If you can't measure it, you shouldn't do it' goes the old management mantra. This webinar examines every facet of evaluation and measurement for PR campaigns, from offline to online, and illustrates which methods work best and how to implement them.

**Online:** 11<sup>th</sup> February, 2020 • 11<sup>th</sup> August, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Behavioural Economics: The science behind successful PR

**INTERMEDIATE**

**CPD POINTS 10**

'People tend to believe that the ideas which come to mind most readily are the most important... the principal determinant is the extent of media coverage.' So says Daniel Kahneman, a Nobel prize-winner and one of the 'fathers' of the new science of behavioural economics. We all know that PR works. So do our clients. But exactly how does PR produce its business effects? At last, behavioural economics is beginning to provide a scientific explanation. This online seminar describes the discoveries of BE and how we can use them in winning new business and in making our client relationships more profitable and longer-lasting.

**Online:** 27<sup>th</sup> November, 2019 • 3<sup>rd</sup> June, 2020

**MEMBER PRICE** €70+VAT

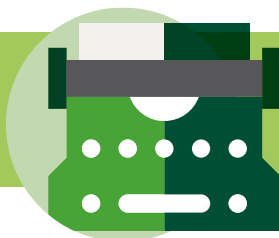
**NON-MEMBER PRICE** €85+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes



# WRITING SKILLS



## Introduction to Writing for PR and Communications Practitioners

**INTRODUCTORY**

**CPD POINTS 10**

This webinar is ideal for people new to writing for PR and communications and those who want to brush up on their core skills. You'll learn how to write press releases that appeal to journalists, how to avoid time-consuming mistakes and how to put a blog or article together. You'll get tips on writing headlines and ideas for varying your writing style to suit your different audiences and objectives.

**Online:** 12<sup>th</sup> December, 2019 • 10<sup>th</sup> June, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** 90 minutes

## Getting to Grips with Grammar

**INTRODUCTORY**

**CPD POINTS 10**

Good writing depends on flawless grammar. Ensure your credibility stays high for every word you write with this practical and lively session. This webinar will refresh your skills and help you avoid embarrassing mistakes.

**Online:** 12<sup>th</sup> December, 2019 • 10<sup>th</sup> June, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** 90 minutes

## How to Write a Winning Award Entry

**INTRODUCTORY**

**CPD POINTS 10**

Winning a PRCA award is a great way to attract new clients by bringing credibility to your organisation, setting you apart from your competitors and ensuring your work gets the attention it deserves. You can bring along your entry and compare it to our best –and worst– case studies.

**Online:** 12<sup>th</sup> September, 2019 • 12<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Victoria Tomlinson MPRCA

**LENGTH** 90 minutes

# DIGITAL SKILLS



## Introduction to Google Analytics for PR and Communications

**INTRODUCTORY**

**CPD POINTS 10**

With today's access to advanced technology, the PR and communications industry must keep up with the data pace. Although dealing with numbers and statistics is a relatively new practice for PR specialists, it's now part of the requirement to access and analyse public relations ROI. This session is essential for PR practitioners to gain an overview of this valuable and free tool.

**Online:** 16<sup>th</sup> January, 2020 • 16<sup>th</sup> July, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Chris Lee MPRCA

**LENGTH** 90 minutes

## Digital Landscape for PR and Communications

**INTRODUCTORY**

**CPD POINTS 10**

Good writing depends on flawless grammar. Ensure your credibility stays high for every word you write with this practical and lively session. This webinar will refresh your skills and help you avoid embarrassing mistakes.

**Online:** 8<sup>th</sup> October, 2019 • 9<sup>th</sup> April, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Harnessing the Power of Twitter for PR and Communications

**INTRODUCTORY**

**CPD POINTS 10**

Twitter is perhaps the most natural of all the social media platforms for PR practitioners to use in everyday PR activity. But how do you use it for maximum effect? How do you build a meaningful follower base and how do you engage? What tools are available and what does a great PR campaign on Twitter look like? This webinar reveals all.

**Online:** 10<sup>th</sup> January, 2020 • 7<sup>th</sup> July, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## How to Create an Effective Blog

**INTRODUCTORY**

**CPD POINTS 10**

With over 250 million public blogs on the web, how can you best drive traffic to your website to increase your SEO and develop better customer relationships? This webinar will walk you through the best blog practices to make yours effective in its layout and content, and increase participation and interaction with your target audience.

**Online:** 23<sup>rd</sup> January, 2020 • 22<sup>nd</sup> July, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Using Video in Social Media for PR and Communications

INTERMEDIATE

CPD POINTS 10

In a multimedia world, the best method of engaging your audiences on social media is through the integration of audiovisuals. This seminar will teach you how to use video as a key tactic for a specific activity or to form part of a long-term communications plan.

**Online:** 5<sup>th</sup> December, 2019 • 4<sup>th</sup> June, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Russell Goldsmith MPRCA

**LENGTH** 90 minutes

## The Power of Pinning: Pinterest hacks for PR and communications

INTERMEDIATE

CPD POINTS 10

Pinterest may be relatively young in comparison to Facebook or Twitter, but its user base boasts over 100 million active users, which means there's huge potential for attracting new clients and engaging with existing clients in exciting and innovative ways. This webinar is led by a Pinterest super-user (600k followers) and is perfect for augmenting your company's presence, website, and traffic sales.

**Online:** 17<sup>th</sup> September, 2019 • 17<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Natalie Hughes MPRCA

**LENGTH** 90 minutes

## How does SEO work? A guide for PR and communications practitioners

INTERMEDIATE

CPD POINTS 10

This webinar provides a detailed and practical examination of what factors have an influence on search result rankings and how SEO techniques can be realistically incorporated into a PR and communications schedule.

**Online:** 6<sup>th</sup> February, 2020 • 6<sup>th</sup> August, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Andrew Smith MPRCA

**LENGTH** 90 minutes

## Understanding Search in a Social Media World

INTERMEDIATE

CPD POINTS 10

The internet is saturated with information and it is essential to understand how to amplify your content reach, increase your visibility online, and drive additional traffic to your website or network. This webinar will provide you with the tools you need to reach out to your relevant audience, amplify network reach, and increase your social rankings.

**Online:** 1<sup>st</sup> October, 2019 • 1<sup>st</sup> April, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Katie King CMPRCA

**LENGTH** 90 minutes

## Creating and Curating Compelling Content for Social Media

INTERMEDIATE

CPD POINTS 10

This webinar will provide you with comprehensive knowledge of how to address each major social media platform, with theory supported by new case studies, enabling you to get the best out of your social media activity.

**Online:** 1<sup>st</sup> October, 2019 • 1<sup>st</sup> April, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Katie King CMPRCA

**LENGTH** 90 minutes

## Generating Sales with Social Media

INTERMEDIATE

CPD POINTS 10

As digital technology continues to evolve, successful digital transformation requires careful collaboration, thoughtful planning, and adaptability. A means of enhancing sales revenue is through creating a fantastic user experience to keep customers involved and engaged with your brand. As customers can interact with your business anywhere and everywhere, the experience must be consistent and positive.

This session will show you how to achieve this.

**Online:** 8<sup>th</sup> January, 2020 • 8<sup>th</sup> July, 2020

**MEMBER PRICE** €70+VAT

**TRAINER** Katie King CMPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Supercharge PR and Communications Campaigns for LinkedIn

INTERMEDIATE

CPD POINTS 10

With over 101 million members, LinkedIn is a formidable social media site. Add into the mix that 69 of the Fortune 100 companies have a corporate page and it is easy to understand why LinkedIn can be a powerful tool in PR campaigns, particularly B2B. But how do you make the most of what LinkedIn has to offer? This webinar outlines how to go about building powerful PR campaigns through LinkedIn.

**Online:** 28<sup>th</sup> January, 2020 • 28<sup>th</sup> July, 2020

**MEMBER PRICE** €70+VAT

**TRAINER** Natalie Hughes MPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Social Media Metrics

INTERMEDIATE

CPD POINTS 10

The digital field offers PR practitioners huge opportunities to implement effective campaigns. But how do you measure success? What tools are available? What are the best metrics for your campaign? What are the industry standards? This webinar demonstrates which social media metrics you need to deploy to bring a return on investment.

**Online:** 15<sup>th</sup> November, 2019 • 5<sup>th</sup> May, 2020

**MEMBER PRICE** €70+VAT

**TRAINER** Steve Dunne FPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Gaining Coverage in a Digital Media World

INTERMEDIATE

CPD POINTS 10

No area has been impacted more by digital than the media. With newspaper and magazine circulation in decline and a plethora of new digital media channels, how do you ensure you get the best coverage for your client or brand? What content should you provide to support your story? How do you approach the digital platforms? And what is the best way for you to frame your story? This webinar gives you practical insights into ensuring you gain more coverage in the digital media for your client or brand.

**Online:** 8<sup>th</sup> October, 2019 • 9<sup>th</sup> April, 2020

**MEMBER PRICE** €70+VAT

**TRAINER** Steve Dunne FPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Paid Media

INTERMEDIATE

CPD POINTS 10

We increasingly have to pay to gain access to online audiences, which means we can better target audiences and guarantee eyeballs according to interest, location and demographic. While paid media is measurable, the creative and calls-to-action have to be appealing. This webinar is essential for anyone who is interested in paid media as a tool to increase the reach and effectiveness of their online content.

**Online:** 28<sup>th</sup> November, 2019 • 28<sup>th</sup> May, 2020

**MEMBER PRICE** €70+VAT

**TRAINER** Chris Lee MPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Making Great PR Campaigns with Instagram

INTERMEDIATE

CPD POINTS 10

Instagram is one of the world's most popular and successful social media platforms, and when it comes to PR campaigns it's very often a vital ingredient to successful engagement with target audiences. But how do you ensure you get the best results for your campaign? What does a successful Instagram campaign look like? What are the best tools to use? How do you measure your campaign? How do you seed and feed the content? How do you use stories to maximum effect? And how do you implement video to engage? This webinar shows you how to make the most of this great platform.

**Online:** 13<sup>th</sup> February, 2020 • 13<sup>th</sup> August, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Making Snapchat work for PR Campaigns

INTERMEDIATE

CPD POINTS 10

For certain demographics, Snapchat is the most popular and successful social media platform. But when it comes to PR campaigns, what is the best way to make a success of the platform? How do you ensure you get the best results for your campaign? What does a successful Snapchat campaign look like? What are the best tools to use? How do you measure your campaign? How do you seed and feed the content? And how do you use stories and video to maximum effect? This webinar shows you how to make the most of Snapchat for your PR campaign.

**Online:** 24<sup>th</sup> September, 2019 • 25<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

## Facebook for PR and Communications

INTERMEDIATE

CPD POINTS 10

Facebook is the biggest social media network in the world, with 1.7 billion active users – and counting. But how can you harness the power of the platform? Discover how to create engaging content, grow your audience and make the most of Facebook's incredible analytics. Get the lowdown on Facebook's ads and how you can make them work for you. Plus, be in-the-know about the latest developments, from Facebook Live to Messenger. This webinar shows you how to make the most of the world's most popular social media platform, with handpicked case studies and takeaway tips.

**Online:** 21<sup>st</sup> January, 2020 • 21<sup>st</sup> July, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Natalie Hughes MPRCA

**LENGTH** 90 minutes

## Digital Disruption: The next wave?

INTERMEDIATE

CPD POINTS 10

PR is a fundamental driver in the new customer-centric world, helping businesses to achieve goals, but business transformation is fundamentally altering the intertwining worlds of sales and marketing. How prepared are PR managers to deal with the next wave of digital disruption from innovations such as virtual reality and the Internet of Things? Are HR teams ready to deliver the training which PR teams – both in-house and agency – will require? How will culture be affected? Who will PRs compete with in this new world?

**Online:** 3<sup>rd</sup> December, 2019 • 2<sup>nd</sup> June, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Katie King CMPRCA

**LENGTH** 90 minutes

# MEDIA HANDLING



## Successful CSR – NEW

INTRODUCTORY

CPD POINTS 10

Sir Martin Sorrell said: 'CSR is not the icing on the cake. Doing good is good business.' What did he mean? This webinar explains how social purpose is today a key factor in corporate and brand PR programmes, and shows how to incorporate the basic tenets of CSR/CSI in your thinking about client communications. If you are new to PR, you are lucky: there is no longer any question about the social responsibility of companies and brands. But how should we initiate a CSR programme which truly reflects the vision and values of our client or employer? We need to be original. It's a challenge. The webinar looks at numerous examples. Do they work? If not, why not? It recommends steps we can take in coming up with creative options for both recommending new CSR initiatives and making the most of CSR campaigns to which our clients are already committed.

**Online:** 4<sup>th</sup> December, 2019

**MEMBER PRICE** €70+VAT

**TRAINER** Adrian Wheeler FPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Successful Media Messages – NEW

INTERMEDIATE

CPD POINTS 10

'A diamond is forever.'

Has there ever been a better media message? We all know it. We all think a diamond ring is essential when we get engaged. But a diamond is actually about as valuable as a pencil. This media message was dreamed up by Frances Gerety, a young copywriter at N W Ayer in New York in 1948 – tired and disconsolate after a hard day. It is still front and centre 70 years later. Advertising agencies are good at this. PR messages are more challenging. This half-day workshop shows how to borrow the techniques used in advertising to generate messages which possess the 'sticky' factor that means memorability and leads to perception change. Delegates will learn about Brand Character Analysis, Message Trees, managing creative brainstorming, and how to present media messages to management in a way which encourages originality.

**Online:** 4<sup>th</sup> October, 2019 • 30<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**TRAINER** Adrian Wheeler FPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Influencer Relations

INTERMEDIATE

CPD POINTS 10

Influencer relations is all about identifying the individuals who are noted for their ideas, insights, expertise, and the content they produce within a certain field of endeavour. This webinar will help you understand all facets of influencer relations.

**Online:** 11<sup>th</sup> December, 2019 • 11<sup>th</sup> June, 2020

**MEMBER PRICE** €70+VAT

**TRAINER** Chris Lee MPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes

## Successful Media Relations

INTERMEDIATE

CPD POINTS 10

This online seminar explains the increasing value of personal rapport with key media and describes how to *establish* relationships with journalists and editors, and how to *maintain* them. It talks about what journalists want and don't want; their working environment; what is 'news' and what makes a story; how to pitch a story successfully; what to offer media outlets when they are interested; the value of pictures and clips; how to resolve problems; and how to become a trusted PR contact.

**Online:** 30<sup>th</sup> September, 2019 • 30<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

## Creating Great B2B Social Media Campaigns

INTERMEDIATE

CPD POINTS 10

A popular myth is that social media doesn't work effectively in B2B campaigns – but nothing could be further from the truth. In this webinar we reveal, through examples and case studies, how social media can increase the engagement of any B2B campaign. From developing a strategy to implementing dozens of tactics that are proven to work in this arena, we show how you can improve engagement and increase ROI for even the toughest B2B audience.

**Online:** 23<sup>rd</sup> October, 2019 • 24<sup>th</sup> April, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

# PEOPLE AND PERFORMANCE MANAGEMENT



## The Diversity Dividend: Beyond the tickbox to business performance and self-knowledge – **NEW**

**INTERMEDIATE**

**CPD POINTS 10**

‘Diversity is being invited to the party; inclusion is being asked to dance,’ Verna Myers, diversity and inclusion expert. This webinar will take you on a journey through the mountain of data that makes the business case for diversity and will demonstrate the importance of inclusion over and above diversity which put crudely, is the collection of measurable outcomes of a truly inclusive culture. We will shine the light on ourselves to better understand the personal biases that underpin the human condition. Naturally we will then look at best practice and strategies to manage ourselves, our teams and our organisations to be more inclusive and ultimately, more effective, more innovative and more representative.

**Online:** 5<sup>th</sup> February, 2020 • 5<sup>th</sup> August, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Jane Fordham MPRCA

**LENGTH** 90 minutes



# CREATIVE SKILLS



## Producing Engaging Content in Public Sector Communications

INTRODUCTORY

CPD POINTS 10

The growth of social media has given public sector communicators a great way to maximise information and use new technology to gain the most impact. The main issue is about making sure your activity hits the mark and this means being able to produce engaging content. Delegates will learn how to produce this kind of content and how to communicate it effectively.

**Online:** 10<sup>th</sup> December, 2019 • 9<sup>th</sup> June, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Amanda Coleman FPRCA

**LENGTH** 90 minutes

## Getting Maximum Impact from a Disappearing PR and Communications Budget

INTERMEDIATE

CPD POINTS 10

The rapidly reducing investment in PR budgets often makes creating exciting and engaging content an even more difficult process. This webinar will teach you how to create effective content with limited resources at your disposal.

**Online:** 21<sup>st</sup> November, 2019 • 27<sup>th</sup> May, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Amanda Coleman FPRCA

**LENGTH** 90 minutes

## Unleash your Inner Creative

INTERMEDIATE

CPD POINTS 10

Creativity is the one of the most valued skills in business. How much training have you and your teams had in techniques, brainstorm facilitation, and generating and nurturing ideas? This training guarantees you'll walk away with a toolkit of idea-generating techniques and a raft of ways to overcome creative burnout individually and as a team.

**Online:** 22<sup>nd</sup> November, 2019 • 22<sup>nd</sup> May, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Claire Bridges MPRCA

**LENGTH** 90 minutes

## Translation, Localisation, and Transcreation

INTERMEDIATE

CPD POINTS 10

This webinar is essential to understanding the processes and procedures involved in translation, localisation and transcreation. The course will consist of an in-depth exploration of how transcreation takes translation further than the adaptation of content in one language to another whilst protecting the meaning of the words.

**Online:** 4<sup>th</sup> September, 2019 • 4<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Russell Goldsmith MPRCA

**LENGTH** 90 minutes

# CRISIS COMMUNICATIONS



## Crisis Management

**INTRODUCTORY**

**CPD POINTS 10**

Crisis management is a critical organisational function and PR and communications practitioners are an integral part of crisis management teams. Failure to manage crises effectively can result in serious harm to stakeholders and losses for an organisation. This course defines critical concepts and provides useful resources on the best practices and lessons learned from a professional's knowledge of crisis management.

**Online:** 3<sup>rd</sup> October, 2019 • 7<sup>th</sup> April, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** 90 minutes

## Crisis PR and Communications in a Digital World

**INTERMEDIATE**

**CPD POINTS 10**

More than one-quarter of crises spread to international media within an hour and over two-thirds within 24 hours. In today's interconnected digital age, news travels rapidly through the web, so make sure your business is not catching the brunt of it. Delegates will learn how best to prepare themselves or their clients for an online crisis, as well as useful strategies to select and what tactics to deploy and manage the immediate impact.

**Online:** 7<sup>th</sup> January, 2020 • 7<sup>th</sup> July, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Steve Dunne FPRCA

**LENGTH** 90 minutes

# IN-HOUSE COMMUNICATIONS



## Developing an Internal Communications and Engagement Strategy

**INTRODUCTORY**

**CPD POINTS 10**

This webinar outlines the basic elements needed to create an internal communications strategy and why it is necessary. The objective of this session is to deliver an internal communications framework that provides clear, informative, and engaging two-way communications which effectively link together the key messages.

**Online:** 27<sup>th</sup> February, 2020 • 14<sup>th</sup> July, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Paul Inglefield MPRCA

**LENGTH** 90 minutes

## Building an Internal Communications Campaign that works

**INTRODUCTORY**

**CPD POINTS 10**

This webinar is designed for beginner-to-intermediate communicators. It will give you the knowledge and confidence to develop a low-cost, effective internal communications and engagement campaign.

**Online:** 26<sup>th</sup> September, 2019 • 24<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Paul Inglefield MPRCA

**LENGTH** 90 minutes

## Moving from Internal Communications to Employee Engagement

**ADVANCED**

**CPD POINTS 10**

Getting the best from the workforce is not a 'nice to have', it is essential. Employees are the business's biggest asset and if they are fully supportive and involved, it can magnify what is achieved. They are the people making daily contact with customers and service users, so when the interaction is good, it builds confidence in the business. The key is to move from broadcasting to staff, to engaging and involving them. The time is right to stop talking about pushing messages through channels and to start identifying how to give employees a stake in the business.

**Online:** 28<sup>th</sup> November, 2019 • 28<sup>th</sup> May, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Amanda Coleman FPRCA

**LENGTH** 90 minutes

# PUBLIC AFFAIRS



## Introduction to Public Affairs

**INTRODUCTORY**

**CPD POINTS 10**

This is an essential course for those new to public affairs, as well as for anyone working in policy-making or government who needs a greater understanding of how decisions are made. This webinar introduces the key elements of public affairs, as well as providing an excellent overview of UK political decision-making and how it works.

**Online:** 15<sup>th</sup> October, 2019

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Lionel Zetter FPRCA

**LENGTH** 90 minutes

## Establishing Communications Strategies to Expand your Client's Localism and CSR Agendas – **NEW**

**INTRODUCTORY**

**CPD POINTS 10**

For many communications specialists, it is MPs, ministers and civil servants that they concentrate on to lobby or target their messaging. But with the move towards localism, it is more important than ever to ensure you include local government in your stakeholder management and communications strategies.

**Online:** 19<sup>th</sup> September, 2019 • 19<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** 90 minutes

## Social Media in Public Affairs – **NEW**

**INTERMEDIATE**

**CPD POINTS 10**

There is no escaping social media and its impact on communications. But how has it affected public affairs and how is it used in public affairs campaigns? This webinar will discuss the development of social media in public affairs and how it is being used.

**Online:** 19<sup>th</sup> November, 2019 • 19<sup>th</sup> May, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Stuart Thomson MPRCA

**LENGTH** 90 minutes

## Running Effective Political Campaigns: Influence the political agenda– **NEW**

**INTERMEDIATE**

**CPD POINTS 10**

The most effective organisations play an active role in the political world, building alliances and promoting their issues. This webinar will explore the strategies and approaches available to communications professionals who want to run a campaign designed to influence the political agenda.

**Online:** 3<sup>rd</sup> October, 2019 • 7<sup>th</sup> April, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Nickie Aiken MPRCA

**LENGTH** 90 minutes

# PERSONAL SKILLS



## Mental Health: Understanding and building your mental wealth – NEW

**PERSONAL SKILLS**

**CPD POINTS 10**

This webinar is an excellent introduction to understanding mental health. It will enable delegates to start to understand their own working styles and stress profiles and will explore a broad range of approaches and ideas to maximise resilience and wellness, from which individuals can start to create personal wellbeing frameworks. The primary focus will be on the individual but the session will include a brief look at supporting peers and some organisational strategies to maximise wellness.

**Online:** 14<sup>th</sup> January, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Jane Fordham MPRCA

**LENGTH** 90 minutes

## How to Manage your Time and Workload more Effectively

**PERSONAL SKILLS**

**CPD POINTS 10**

In any career or personal pursuit, planning and managing a workload is an essential skill. In public relations you will often need to work on several varied projects, with multiple stakeholders, at the same time. Efficient planning and organisation is one of the most valuable skills that you have – this is particularly important in the PR industry. In this webinar you will gain a theoretical understanding of time management principles, and a practical grounding in how to apply these skills and approach problems with managing your workload.

**Online:** 15<sup>th</sup> January, 2020 • 15<sup>th</sup> July, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Alice Newsham MPRCA

**LENGTH** 90 minutes

## Climbing the PR and Communications Career Ladder

**PERSONAL SKILLS**

**CPD POINTS 10**

Did you picture yourself as an account executive 10 or 15 years ago when you joined your current public relations firm? While the world of an account executive is not particularly easy, PR managers face complicated issues on a daily basis. This interactive online course will teach you how to develop skills and personal qualities to help you progress up the PR ladder.

**Online:** 12<sup>th</sup> February, 2020 • 12<sup>th</sup> August, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Alice Newsham MPRCA

**LENGTH** 90 minutes

## The Power of Emotions in PR and Communications – NEW

### PERSONAL SKILLS

### CPD POINTS 10

Poets, artists, and historians – let alone psychologists such as Freud and Jung – have appreciated the role of emotions for millennia. Yet in the last quarter of a century, neuroscientists have been able to prove – and explore – what their predecessors could only surmise: that it's emotion, not reason, that drives much of life.

There could not be a more important topic for PR practitioners. For emotions influence not only how we feel, but what we believe and how we behave.

**Online:** 5<sup>th</sup> November, 2019 • 5<sup>th</sup> May, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Justin Jackson MPRCA

**LENGTH** • 90 minutes

## Build Brand 'You' in Nine Minutes a Day

### PERSONAL SKILLS

### CPD POINTS 10

You work in a world of brands. You craft them to create impact, advantages, loyalty, and personality. But have you ever thought about how you would define your own personal brand? What specifically makes you unique? Do you know what your core offering is? How do others define you? This webinar is perfect for busy PR practitioners – freelance or otherwise – and business owners who want to supercharge their own profile via social media.

**Online:** 5<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Natalie Hughes MPRCA

**LENGTH** 90 minutes

## Women in Senior Leadership: A guide to taking charge of your career

### PERSONAL SKILLS

### CPD POINTS 10

This online training session, created by GWPR together with ICCO for mid-career PR women, will help you develop your leadership skills. The session includes practical tips and guidance from senior PR women at the very top of their profession, who tell their story of how they succeeded in getting into the boardroom. This course will help you develop the right skills and attitudes to reach the very top of the career ladder.

**Online:** 12<sup>th</sup> November, 2019 • 12<sup>th</sup> May, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Emma Ewing MPRCA

**LENGTH** 90 minutes

*In collaboration with*



# WINNING NEW BUSINESS



## Your Role in new Business Pitching

**INTRODUCTORY**

**CPD POINTS 10**

You are new to working in an agency and you are taking part in your first or second new business pitch. You want to shine and play a role in winning the account. It's nerve-racking. We have all been there. Perhaps you have been told what to do and say; perhaps you are not sure. Either way, this online seminar is designed to help you understand exactly what goes on in a new business pitch, what clients are looking for and how to perform at your very best on the big day. The seminar offers advice on how to look, how to behave, how to speak and how to make an impression which will help your agency win the pitch. You may be surprised to hear that experienced clients concentrate on the 'juniors' rather than the 'seniors' in a new business pitch. Here are some useful tips.

**Online:** 25<sup>th</sup> November, 2019 • 1<sup>st</sup> June, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Adrian Wheeler FPRCA

**LENGTH** 90 minutes

## Communicating in the Middle East and North Africa

**INTERMEDIATE**

**CPD POINTS 10**

The Middle East and North Africa can be an altogether alien world for newcomers to the region trying to communicate with new audiences and reach out to new stakeholders. This 90-minute session – replete with insights and vivid examples – offers communicators a window into the region's communications landscape and the ways in which it both resembles and differs from its global counterparts. The aim of this course is to provide participants with key insights into the region that will help them advance their business and communications objectives.

**Online:** 10<sup>th</sup> March, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Majdi Al-Ayed MPRCA

**LENGTH** 90 minutes

# CLIENT MANAGEMENT



## Brand Managers, Brand Economics, and PR

INTERMEDIATE

CPD POINTS 10

Brand managers often fail to understand the contribution that PR can make to their brand's success. Why is this? Few of them are trained to see where PR fits into marketing strategy. It's up to us to bridge this gap. This seminar describes how brand managers are trained, incentivised and think. It explains how we can make PR central to their planning – as it should be – and how to use the terms and ideas which will convince brand managers that we speak their language. The seminar uses real-life examples to show how using PR can be a stand-out factor in brand managers' route to fame and fortune.

**Online:** 29<sup>th</sup> November, 2019

**MEMBER PRICE** €70+VAT

**TRAINER** Adrian Wheeler FPRCA

**NON-MEMBER PRICE** €85+VAT

**LENGTH** 90 minutes



# FINANCE AND PROFITABILITY



## Understanding Finance

**ADVANCED**

**CPD POINTS 10**

This online course provides an overview of the key aspects of finance, including purpose and workings of the management accounts, annual financial statements, and various factors to consider in order to feel comfortable with how they are presented and what they are telling the reader.

**Online:** 5<sup>th</sup> February, 2020 • 5<sup>th</sup> August, 2020

**MEMBER PRICE** €70+VAT

**NON-MEMBER PRICE** €85+VAT

**TRAINER** Francesca Robe MPRCA

**LENGTH** 90 minutes

FINANCE AND PROFITABILITY

# ACCREDITED TRAINERS

Our trainers are all approved practitioners with a wealth of experience both as practitioners and training providers.

Many currently run their own consultancies or PR and communications teams, and hence provide relevant insights along with practical examples and structured learning.

## NICKIE AIKEN MPRCA

Nickie is a senior corporate and media relations specialist with experience in crisis and issues management and journalism. She is particularly interested in how strategic media relations can help a business improve its bottom line.

## MAJDI AL-AYED MPRCA

Majdi's largest portfolio over the course of his career lies in the travel and tourism industry, specialising in crisis management. Majdi currently serves as Vice President – Network Affairs & UAE Managing Director of TRACCS.

## CLAIRE BRIDGES MPRCA

Claire is a creativity expert and founder of the leading creative training consultancy Now Go Create. Her training shares the science, secrets, and skills that marketing and communications experts use to generate strategy and ideas.

## AMANDA COLEMAN FPRCA

Amanda is a specialist in public sector communications and in developing public relations with a dwindling budget. Amanda provides advice and support to many organisations on integrating social media into their communication.

## STEVE DUNNE FPRCA

Steve is a specialist in training PR and marketing practitioners in the digital environment and how to survive and thrive. Steve also has extensive experience in crisis management, PR strategy, and client handling skills.

## EMMA EWING MPRCA

Emma is an international speaker, trainer and consultant.

She's been a PRCA trainer for ten years and has been running Big Fish Training, the company she founded, for 18 years. She specialises in helping communications and PR staff get better at managing: that is, managing their people, their time, or their careers.

With experience of working with apprentices just starting out, through to senior leaders and industry MDs, Emma tailors all her talks and training to ensure that they fit the real-world needs of her clients. Her audiences and clients have called her inspiring and motivating, but never dull.

**JANE FORDHAM MPRCA**

As a talent consultant and trainer, Jane draws on nearly 20 years' experience in the communications industry. With a particular interest in diversity & inclusion, employer branding, and wellbeing, she continues to work with teams and speak at events on topics such as the future of work, graduate recruitment, flexible working, and diversity & inclusion.

**RUSSELL GOLDSMITH MPRCA**

Russell Goldsmith is Founder of Audere Communications and newly appointed Director of Conversis Corporate, a translation and localisation agency. He provides advice on digital broadcast, content creation, and aggregation strategy.

**NATALIE HUGHES MPRCA**

Natalie is a specialist in social media marketing and digital content creation. She has helped shape the social media identities of some of the world's leading luxury brands.

**PAUL INGLEFIELD MPRCA**

Paul has worked in most areas of communications but has particular specialism in internal communications and public sector marketing. He is an award-winning, accomplished coach and trainer.

**JUSTIN JACKSON MPRCA**

Justin is an experienced trainer who works on behalf of a number of professional institutes, government agencies, and chambers of commerce. He also tutors undergraduates and postgraduates at the University of Cambridge and the University of Oxford, where he holds a Lectureship at Brasenose College. Justin holds postgraduate diplomas in public relations and marketing and is a Chartered PR Practitioner and Chartered Marketer. He is the founder of Digital Remit.

**KATIE KING CMPRCA**

Katie is a strategic marketing consultant, social media trainer, and international conference speaker. She is Managing Director of PR and social media agency Zoodikers, and is the Chairman for the PRCA's South East/East Anglia Group.

**CHRIS LEE MPRCA**

Chris has been in the media industry as a PR, technology journalist, blogger, and digital strategist. He also developed Grayling's online crisis communications simulator, 'Storm', and brings a tried and tested integrated vision to communications.

**ALICE NEWSHAM MPRCA**

Alice is an Account Director at integrated communications agency Citypress and former Chairman of the PRCA NextGen Committee in the North West. She is a specialist in strategic media relations and internal communications.

**JULIA LOCATELLI**

Julia is an Account Director at Creative Culture, a cross-cultural consultancy which provides strategic, linguistic, and cultural insights for global brands including Accor Hôtels, Burger King, Cointreau, L'Oréal, Samsung, SUEZ and Sanofi, to ensure their strategies and campaigns cross borders successfully and consistently.

### **FRANCESCA ROBE MPRCA**

Francesca Robe has worked with Kingston Smith since 2009 and is responsible for a portfolio that consists of clients operating within the marketing, media, and technology services sectors. She works with independent businesses ranging in size from small start-ups through to international groups.

### **ANDREW SMITH MPRCA**

Andrew is a specialist in digital communications and Managing Director of Escherman, a specialist social media, PR, and analytics consultancy. His areas of expertise include SEO, blogging, and digital analytics.

### **STUART THOMSON MPRCA**

Stuart is a public affairs and communications specialist, advising clients on all elements of their public affairs strategies, including political and corporate communications and reputation management. His work has included legislative lobbying, profile-raising, planning communications and he has also worked on a number of high-profile media relations and crisis communications programmes.

### **VICTORIA TOMLINSON MPRCA**

Victoria is founder and chief executive of Northern Lights PR which operates in the UK and the UAE. A former director of EY, Victoria is a dynamic businesswoman with expertise in public, private and voluntary sectors. She is a BBC Expert Woman, regularly appearing on TV and radio to comment on business and digital. Her particular experience is in strategic business-to-business communications that deliver results, and helping leadership teams with strategic communications – including managing crises, internal communications and strategic social media to win business. She coaches a number of chief executives and helps leaders on a personal basis with online branding, presentation and media skills and impact.

### **CLAIRE WALKER FPRCA**

Claire is founder of Firefly Communications, which has a strong reputation for people and development. Claire is profiled as one of Britain's Top 100 influential businesswomen. She specialises in management and networking skills.

### **ADRIAN WHEELER FPRCA**

Adrian works as a Non-executive Director with five consultancies, as a partner in Agincourt Communications, and as a PR trainer and media trainer. He was awarded the Sir Stephen Talents Medal in 2010.

### **LIONEL ZETTER FPRCA**

Lionel is an independent public affairs consultant and was MD of Parliamentary Monitoring Services Ltd. He has written and spoken widely on politics and public relations, standing for the Conservatives in 2005.

## HOW TO CONTACT US

***training@prca.org.uk***

020 7233 6026

## WHERE TO FIND US

**ICCO** 82 Great Suffolk Street, London, SE1 0BE

## MEET THE ICCO TEAM

### **ROB MORBIN MPRCA**

General Manager

### **PEHLU GHOTRA MPRCA**

International Relations Officer

### **BARBARA CARLETTO MPRCA**

Graphic Designer

CONTACT US

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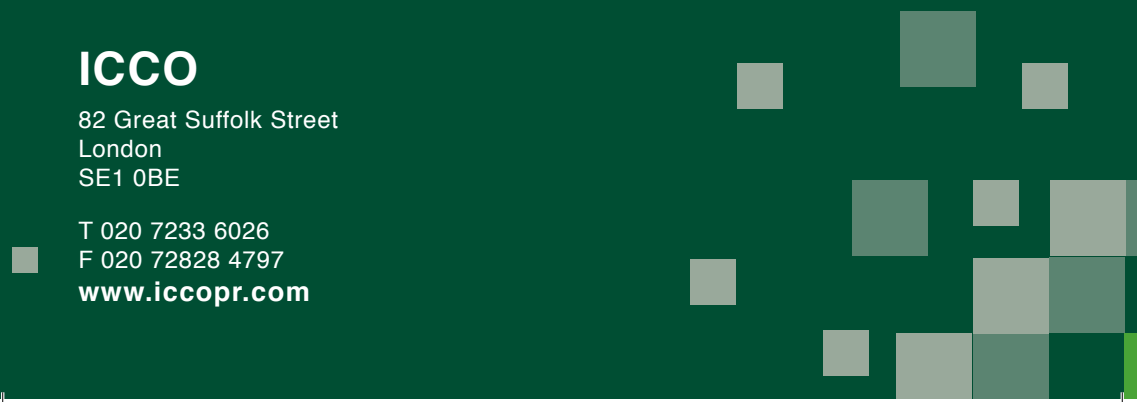


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**ICCO**

82 Great Suffolk Street  
London  
SE1 0BE



T 020 7233 6026  
F 020 72828 4797

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