



THE MANAGEMENT SCHOOL LONDON



SENIOR INTERNATIONAL PUBLIC RELATIONS BUSINESS SCHOOL

THE MANAGEMENT SCHOOL TRAINING CENTRE LONDON

2nd - 13th July, 2012 & 1st - 12th July, 2013



Attend the most highly rated Senior International Public Relations course which attracts global participation.

Improve your Strategic and Tactical Skills and broaden your professional expertise through intensive instruction and hands on case work.

Share experience and network with Senior Public Relations Executives from around the globe.

Have a wider understanding of the latest thinking in strategic Public Relations practice.

The Management School London - *The Global Pace Setter in Quality Human Resource Development & Learning*

Tessa Curtis



Independent Consultant in Public Relations and Corporate Reputation

David Gill



Former MBA Programme Director at the Bournemouth University Business School

Dr. John White



Consultant in Management and Public Relations

Andy Green



Andy is a Fellow of the Institute of Public Relations

Michael Bland



Former head of Public Relations of the Institute of Directors and Ford Motor Company

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Introduction

In 2012/2013, The Senior International Public Relations Business School in London will be the focal point for professional public relations managers from around the world. For a two week period from 2nd - 13th July, 2012 & 1st - 12th July, 2013. Some of the world's leading international public relations practitioners, academics and experts in corporate and brand communication and management will come together as the faculty for a programme of lectures, case studies, practical workshops and personal development opportunities.

Each of them will focus on best practice in international public relations management practice; all of them will provide an insight into the very latest thinking, techniques and tools needed for effective public relations operations and management to international standards.

This year, delegates will have the opportunity to develop their own course project - providing the opportunity to generate fresh solutions for an existing public relations issues or of devising programmes to meet future needs.

Review By Course Director

Globalisation has increased the challenges for professional public relations and public affairs managers working in an international environment. This year's Senior International Public Relations Business School has been structured so as to provide every participant with the opportunity to increase their personal management experience, enhance their personal and professional skills and benchmark themselves and their organisations to global standards.

This year's course is essential for those organizations with continuous personal and professional development programmes for their management team.

A diploma examination set and examined by established academics and practitioners will be available as an option for those course participants who want to test themselves against accepted international standards.

Course Objectives

Every element of the Senior International Public Relations Business School for 2012/2013 has been designed to provide those attending with the highest quality international public relations learning experience.

The course itself has been developed from the principles of international public relations articulated in 'Public Relations Education' - the IPRA Gold Paper 7 - updated and refined for the global market place and an internet enabled public relations world.

Delegates successfully completing the course will receive a certificate of attendance for their CPD (continuous personal/professional development) records.

Who Should Attend?

This is a course designed specifically to enable senior public relations professionals working in an international environment to review, update and refresh their thinking and approach to their work and development. It is also an ideal programme for those general managers with responsibility for public relations and public affairs and those from other management disciplines who are broadening and developing their own management strengths.

Private and public sector organisations for whom international markets, global standards and issues are increasingly important and for whom public relations is an integral part of management this is an essential course for consideration.

The Benefits

Companies, Governments, Government Agencies, NGOs and public sector organisations sponsoring delegates to this year's Senior International Public Relations Business School will:

- Enable their executives and managers to develop a deeper and wider understanding of the latest thinking in public relations practice, strategies and techniques and how they can adapt them to meet their own needs.
- Expose their key executives to new ideas and methodologies that can benefit their day to day work.
- Provide accelerated personal learning curves, interpersonal and team working skills and assist them to develop mentoring and counselling skills.
- Broaden professional and management experience, instill the principles of 'client' service in a management and organisational context.
- Facilitate the acquisition of knowledge and insights into benchmarking public relations activities and outcomes to internationally accepted standards.
- Certificates of attendance will be given to all delegates so that they can claim appropriate credits in respect of continuing professional development (CPD) requirements and personal development plans.

Course Content

The school provides an intensive course in international public relations management, run over two weeks in English, it covers the following topics through a mix of lectures, participative case studies, practical project exercises and 'site' visits.

International and global Public Relations Management today

- Public relations in the global economy.
- Economic, political, legal, social and technological environments.
- International public relations practice development.
- Strategic planning - global thinking -v- national implementation.
- Language, culture, social and economic factors.
- Creating and managing common standards.

Corporate Strategy and Public Relations

- Corporate planning, strategy and tactics.
- Public relations practice and strategic management.
- Managing change.
- Corporate image and culture.

Strategic Public Relations Management and Planning

- Public relations planning, implementation and evaluation.
- Short, medium and long term planning.
- Managing and developing the public relations team.
- Creativity in public relations.

Managing the Media

- Media relations and technology.
- Press conferences, facility visits and receptions.
- Electronic and broadcast media.
- Audio visual production, films and visual aids.

Research and Evaluation

- The place of research in public relations.
- Public relations research techniques.
- Modern methods of media evaluation.
- Public opinion polling and investigation.

Integrated Marketing Communications

- Role of public relations in marketing.
- Protecting and promoting brands.
- Exploiting exhibitions and trade fairs.
- Conferences and meetings.
- Making the most of Sponsorship investment.

Employee Relations and Internal Communications

- Employee relations.
- Internal communications.
- House journals (internal & external).

Community Relations

- Corporate philanthropy.
- Community relations policy and strategy.
- Corporate Social Responsibility.

Financial Public Relations

- Public relations in corporate fund raising.
- Financial/investor relations.
- Reporting to shareholders and stakeholders.

Government Relations and Public Affairs

- Public affairs strategy.
- Course Fees & Payment
- Issues and crisis management.
- National and international lobbying.
- NGOs and pressure groups.

Public Relations in Action

- Public relations case analysis and practical work.
- Case study based syndicate group work.
- Role play crisis communication and media relations management.
- Writing for public relations: news releases, feature articles, speeches and presentation scripts, broadcast and electronic media.
- Personal project development.

Public Relations for Government

- Analysis of Government Public Relations problems (Political, Economical and Social).
- Setting Government Public Relations objectives and developing Government Public Relations plan.
- The stakeholders of Government: the citizens, Human rights group, the media, Political parties, the academia and students.
- Managing Government ministries information services.
- Communication strategy for Government.
- Managing Government Media Relations and mobilisation of the citizens.
- Proactive Government Public Relations Vs Defensive Government Public Relations.

To Register

Course Fees & Payment

The fee for the 2 week course is £4,950 (Four thousand, Nine Hundred & Fifty pounds sterling). The course fee includes tuition and materials needed for the course as well as the travel costs of all field trips. The fees also include lunch ticket for each course day. All bookings must be paid not later than 4 weeks before the start of the course. Payment should be by bankers draft, made out in favour of The International School of Public Relations and sent to: Rolien Van Heerden.

Training & Development Co-ordinator,

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Joining Instructions

Joining instructions, with full details on where to go, how to get there and what to bring, will be sent to all delegates prior to commencement of the Course.

International Attendance

The International School for Public Relations has developed a global reputation for quality and value. Previous courses have attracted delegates from countries throughout the world, including Angola, Australia, Bahrain, Barbados, Britain, Brunei, Cameroon, Croatia, Czech Republic, Estonia, Finland, Gambia, Holland, Hong Kong, Hungary, India, Indonesia, Iran, Jamaica, Kenya, Kuwait, Liechtenstein, Lithuania, Malaysia, Mauritius, Mozambique, New Zealand, Nigeria, Oman, Pakistan, Poland, The Philippines, Saudi Arabia, Singapore, South Africa, Tanzania, Thailand, Turkey, AU, UAE, USA, Zambia, Zimbabwe.

Accommodation

Delegates are responsible for arranging their own accommodation. If required, the International School of Public Relations will be able to put delegates in touch with hotel booking services. The School will take no responsibility for any arrangements which delegates might subsequently make.

Visas

Delegates requiring visas should advise The International School of Public Relations who will contact the British Authorities in support of their visa application.

Delegates are advised to start processing their visas at least two months before the course starting date. Delegates will receive a Letter of Acceptance from the school to accompany their visa application.

What previous delegates have to say

'... meeting other experts gave me the impetus and energy to introduce many new ideas.' 'The Course opened my eyes and allowed me to make many professional contacts all over the world.'

'It was the most exciting and interesting course I have ever attended.'

'The practical advice I received on the course has proven invaluable in my work'

'It was a wonderful opportunity to learn from experts.'

'I did not realise how stale I was becoming and can thank the course for giving me a new lease of life.'

Note: The International School of Public Relations reserves the right to make alterations to the course content

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The Faculty



Professor Barry Warrington, BSc, MSc.Sc, DipM, MCIM

Barry has had over 25 years experience of undertaking Marketing, Management Research and Management Development in both the commercial and academic environments, including a period as Head of the Business Studies Department at Teesside University. Since 1990 he has been heading a Management Development and Marketing Consultancy organisation. He has authored in the areas of Strategy and Marketing and in 1997 he was awarded a Visiting Professorship at the University of Lincolnshire and Humberside. He is a frequent contributor to conferences and seminars.



Dr Jon White

Dr Jon White is a consultant in management and organisation development, public affairs, public relations and corporate communications management, and has worked in public and private sector organisations in Europe, the United States, South Africa, Australia, and Canada. Clients have included companies such as Shell, Motorola, British Airways, National Express and AEA Technology, as well as governments in the UK, Canada, Norway and Macedonia.

A visiting fellow at Henley Business School in the UK, he is also an honorary professor of public affairs in the University of Birmingham's School of Business, and a visiting professor at the University of Central Lancashire at Preston, in the north west of England, and Cardiff University in Wales. He is a visiting professor at Heilbronn Business School in Germany, teaching there on the School's MBA programme.

He has written articles and books on public affairs, public relations and corporate communications practice, including *How to Understand and Manage Public Relations* (Business Books, 1991) and *Strategic Communications Management: Making Public Relations Work*, with Laura Mazur (Addison-Wesley, 1995). He contributed to *Excellence in Public Relations and Communications Management* (Lawrence Erlbaum and Associates, 1992) as part of a research team with James Grunig from the University of Maryland and others. He has also written a number of management case studies for teaching purposes on organisations such as Dunhill, Lloyds of London, AEA Technology, Diageo and the South African company, Barloworld. An approved trainer with the Chartered Institute of Public Relations in the UK, he holds a doctorate from the London School of Economics. He has made presentations to university and professional groups around the world.



Michael Bland, FIPR, MBCI

Michael Bland is a consultant, author, trainer and lecturer in Corporate Communication, Crisis and Issues Management, Media Interviews, Presentation Skills, Creativity, Reducing Stress and Enjoying Life.

He has a high international profile as an inspirational speaker and is the author and co-author of 13 leading communication text books and guides, numerous articles and two popular humour titles. His latest book on crisis and issues management, *When It Hits The Fan* (Centre Publishing), was published in 2004.

Michael served a commission in the Army and was a survival instructor before working in Germany, Austria and Switzerland as a sales manager for Reuters. After five years in finance and financial journalism he set up and ran the first PR activity for the Institute of Directors and played a key role in putting it on the map. He then spent six years as head of government relations and corporate public affairs for Ford Motor Company Limited before becoming an independent consultant in 1984.

He advises and trains a number of major organisations worldwide, mainly on crisis management, creativity, media interview skills and his popular stress and personal development course: *Energy for Life!*

Michael lectures and teaches widely on a range of communication and motivation subjects for organisations such as the London Business School, Cambridge University, Cranfield School of Management, the Public Relations Consultants Association, the Society of Consumer Affairs Professionals and many others.

He is a Fellow of the Chartered Institute of Public Relations, a Member of the Business Continuity Institute and the National Federation of Spiritual Healers, and an Associate of the Institute of Physics and the Institute of Directors.



Andy Green

Andy Green has delivered inspiring talks and training sessions on creativity, public relations, brand and personal communications and management for conferences around the world from San Francisco to Shanghai. Andy is a leading expert and author on the subject inspiring audiences to make the most of their situations to achieve more with less. He is the author of 'Creativity in Public Relations', now in its third edition and translated into Russian, Chinese, Polish, Indonesian, Croatian, Latvian and Korean. Andy is also co-author of 'A minute with Tony Blair'; inspired by a chance meeting he had with the former British Prime Minister. His book, 'Effective Personal Communications' shows how each of us is a phenomenal communications machine and can make our world a better place. Andy's latest book, 'Overcome Stupidity in the World Around You - the Stupid Aid Survival Guide' demonstrates how creative flexible thinking is the nemesis of stupidity.

Andy is a Fellow of the Chartered Institute of Public Relations, and recipient of the Institute's Sir Stephen Tallents medal. He is a partner with Wakefield-based GREEN communications and creativity@work and founder of the Flexible Thinking Forum. Each January he demonstrates how to turn a negative into a positive with his worldwide campaign marking 'Blue Monday', the most depressing day of the year. Learn top tips and ideas to transform your work, generate great new ideas, save money and time, and be an all round fun person. His media profile includes numerous TV appearances for BBC, ITV, BBC Five Live, Sky News and various international media. Andy describes himself as 'a mini global celebrity in a micro niche' and has delivered events for Microsoft in Seattle, E Bay in Paris, the UK Government (Dept. of Health, Environment Agency), Etisalat in Dubai, Pace plc, the Australian Broadcasting Corporation in Perth, various state government events across Australia, numerous UK universities including Cambridge and Warwick, the British Council in Cairo, the Chartered Institutes of Public Relations and Marketing.



Pamela Mounter

Pamela Mounter is a senior corporate communication consultant with more than 20 years' experience in the corporate and not-for-profit sectors. She was made a Fellow of the Chartered Institute of Public Relations (CIPR) in 2007 for her work in international communication including internal communication, and on corporate social responsibility.

She is editor of the CIPR's Guide to Effective Internal Communication (now in its second edition) for their PR in Practice series. Other awards and publications include the top paper award from the International Association of Business Communicators for her work on internal communication in BP, a paper on global internal communication published in the Journal of Communication management and she and her team won the Azerbaijan Union of Journalists annual award for the best corporate social responsibility programme in Azerbaijan.

Pamela is visiting guest lecturer at the University of Cardiff and Birmingham City University. She is a member of the Thames Valley University advisory committee for its MSc in Corporate Communication. Pamela is chair of the CIPR's International Group and a member of the CIPR Council.



Steve Carey, FCIPR

Steve is a Fellow of the Chartered Institute of Public Relations. With over thirty years in corporate public relations and consultancy Steve has a wealth of experience in providing strategic communications counseling and public affairs advice and support.

His experience in the public and private sectors encompasses media relations, internal communications, company announcements, public consultation, political lobbying, media training, strategic planning and communications audits.

Steve brings an objective management approach to communications issues and seeks to provide a tailored solution to specific circumstances.

Lecturing Specialty are Best Practice in Public Affairs, Government Relations & Lobbying.



Tessa Curtis, CIPR

Tessa Curtis has over 20 years' experience in public relations and journalism and has been lecturing at TMS since 2007. She acts for Benetton Group in the UK, advising on strategic and corporate communications and also CSR campaigns. In addition she advises LG, an international law firm, where she works with the business development team on thought leadership and profile raising.

Previously at agencies Trimedia Communications and Weber Shandwick Worldwide, where she led the corporate practice, Tessa has worked with a wide range of national and international clients. She set up training and coaching capabilities at both agencies and is a highly experienced executive coach, trainer and mentor. Tessa has also led seminars and workshops for PR professionals working in house, in consultancies and at PR industry events, and is a member of the CIPR.

Tessa began her career in journalism, moving from the specialist press to national newspapers and television. She was City Correspondent of The Daily Telegraph and later Business Correspondent of the BBC.



David Taylor, Bed(Hons), MA and M.Phil

A graduate of the Coach University Training programme, member of the International Coach Federation and Fellow of the Institute of Leadership and Management, David has been trained in a variety of approaches to support individuals to create positive change in their personal and business lives. Through his own business (the edge - coaching and development) he coaches a variety of clients from the private and public sectors and leads a number of learning and personal development programmes for a variety of organisations in the private, public and voluntary sectors. He is an experienced leader and facilitator of these programmes, running events for clients throughout the UK either through the edge or with a partner company; creativity@work of which he is a Director.

He is employed by a variety of organisations to introduce and develop coaching cultures, including helping individuals to be effective coaches. He also created the successful Yorkshire Leadership Programme, "one of the best, cutting edge, personal development days in Yorkshire". The programme is now in its sixth year of operation and has attracted internationally renowned speakers and workshop facilitators to Yorkshire to work with leaders from all sectors.

David has worked with organisations and businesses in Learning & Development for over twenty years with a variety of clients and has been mentor to a number of managers working in large organisations. He has developed management programmes aimed at senior and middle managers and runs a number of popular programmes on a variety of themes including: motivation and change, creativity, assertiveness and workload management.

He is a member of the Leading Coaches Group, providing coaching for executive level managers and Directors throughout the UK. He is one of their Mentor Coaches. David has spoken on creativity, motivation for success and leadership development at events in the UK, China and in Eastern Europe.



Krys Wareing

University graduate Krys Wareing is a Lecturer and Consultant, with a comprehensive background in newspaper and magazine journalism. She has taught various courses to postgraduates, on journalism and public relations, as well as new technology. Publishing houses for which Krys has worked include News Ltd, John Fairfax & Sons (Sydney), Thomson Business Publishing, Trinity Mirror Southern, and CSIRO (Commonwealth Scientific and Industrial Research Organisation). Krys delivers in-house editorial training to companies; is a tutor for the New Curiosity Shop and is involved in PR campaigns for company relaunches. A web strategist, she has written courses on webwriting and web design, as well as project managing online and DVD Government programmes in education. She has edited a business-to-business magazine (circulation 100,000) and while with the Training & Development Agency's Development Directorate, Krys wrote a series of articles on change management. As columnist with the newsstand magazine, Electronics Today International, Krys' speciality was politics and technology. She also writes theatre and book reviews. Krys was an honorary adviser for the initial launch of the East London weekly newspaper, The Bangla Mirror. Krys is writing a book on practical journalism. Krys is member of Communicators in Business (CiB), National Union of Journalists, Women In Journalism. Her core teaching areas and consultancy includes: Media Management, Writing Styles and Journalism, Speechwriting, Advanced Public Relations, Subediting, Newswriting, Magazine Design.



David Gill

A graduate of Sheffield University and a Commonwealth Scholar at the University of Toronto, David worked as an economic forecaster and strategic planner before becoming a university academic. He was until recently the MBA Programme Director at the Bournemouth University Business School and has been a Visiting Professor in the USA and Hong Kong.

David has extensive international management consultancy experience and is an associate lead faculty member of The International Management School London. He has written books and articles on a range of business and management topics.



Sola Abulu Corporate External Relations Planning Adviser Shell Petroleum Development Company of Nigeria

"It was a really rewarding learning experience and I would like to point out the things that were particularly commendable.

- The quality of the lecturers in terms of professional experience and expertise, academic and lifetime achievements.
- The content of the course material.
- The venue (well located and conducive environment).
- Staff of the management school (pleasant and professional).

I would like to specifically mention Lecturers like Prof. Mike Harvey who provided so much learning material

on a CD rom and Mr. Newman who gave us an up-to-the-minute presentation on visual identity. There was a great deal of evidence of detailed and focused research in his presentation. I would suggest that Paul Noble, the last speaker on the final day of the course be moved up later in the week as his presentation is at the very heart of the course. His presentation should not be on the last day and certainly not in the afternoon hours. The other speakers Jon White, Barry Faith, Eric Hooper etc all gave us some very valuable and practical information. (This was very much a hands-on course).

All in all, this was a most rewarding learning experience. I would like to encourage you to please keep these standards up."

