



THE MANAGEMENT SCHOOL LONDON

- Senior International Public Relations & Advanced Media Management Programme  
*For Senior Executives and Managers*
- Advanced Human Resources Management Course
- Advanced Management Programme



at the

Universities at Shady Grove, Rockville, Maryland, USA  
with day trip to Washington, DC

8th - 19th Oct. 2012 & 14th - 25th Oct. 2013



The Management School London



Co-sponsored by  
The American Management Training Academy

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## Introduction

The summer of 2012 Senior International Public Relations & Advanced Media Management Programme is designed for senior public relations executives and managers from around the globe who want to increase their knowledge about best practices in researching, planning, implementing and evaluating strategic public relations and Advanced Media Practice.

The faculty for the two-week seminar is made up of university professor, seasoned executives and internationally recognized experts in the field of public relations, public affairs and media management.

## Seminar Objectives

Describe best practices in public relations and advanced media management especially as it is practiced in the United States to senior public relations executives and managers from around the world.

Focus on the strategic and operational management of the public relations function for a variety of organisations- public, private, profit, not-for-profit.

Discuss and work on several case studies that have practical implications for senior managers.

Examine latest research results from scholars in the field.

Learn about the latest techniques in measurements and evaluation

Network and share experience with other senior executives and public relations managers.

## Who should attend?

Public Relations Executives, Public Relations Managers, Directors of Public Relations, Directors of Information, Chief Press Secretaries, Media Managers, e.t.c

## Practical Benefits.

Exposure to best practices, especially in the USA and the latest research in public relations and advanced media management skills.

Practical work on current issues, award winning cases and innovative techniques in public relations, lobbying and media management.

Opportunities to speak with senior practitioners and leading experts and how to make new professional relationships.

## Course Content:

*Key issues that affect senior executives who manage excellent public relations: latest research findings based on international studies.*

- Latest issues affecting public relations professionals from leaders of the Public Relations profession.
- Newest developments in professional training and higher education in public relations.
- Hands-on strategic planning training with participants developing specific plans that can be used on the job.
- Latest trends in managing government public information.
- Best practices in public affairs campaigns and lobbying the federal government in Washington, D.C.
- Best practices in community relations and public information for cities and municipalities.
- In-depth analysis of award winning campaigns about crisis communication management, financial public relations, environmental public relations and integrated marketing communications.
- Research innovations which public relations managers can use to plan and evaluate campaigns.
- Best practices in lobbying state governments in the USA.
- Best practices in political communication and media relations for senior elected officials.
- Legal and ethical issues affecting the practice of public relations.
- Cultural differences and similarities in public relations practices around the world.
- Best practices in integrated communications campaigns involving advertising, marketing and public relations.
- Best practices in counselling senior management about strategic public relations.
- Best practice in media management.

## Practical benefits:

Organisations sending delegates to the International Public Relations and Advanced Media Management programme will benefit by giving their executives and senior managers:

- Exposure to best practices, especially in the USA, and the latest research in Public Relations and Advanced Media Management skills.
- Practical work on current issues, award winning cases and innovative techniques in public relations, lobbying & media management.
- Opportunities to speak with senior practitioners and leading experts and to make new professional relationships.

## To Register

### Course Fees & Payment

The fee for this programme is £5, 500 (Five thousand five hundred pounds). The 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,  
The Management School London  
Alpertown House, Bridgewater Road, London, Ha0 15H England.

**Tel:** + 44(0) 208 782 8990.

**Fax:** + 44(0) 208 782 8991

**Email:** [exectraining@themanagementschool.com](mailto:exectraining@themanagementschool.com)

For more information log on to our

**Website:** [www.themanagementschool.com](http://www.themanagementschool.com)

## 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 of Public Relations has developed a global reputation for the quality and value of its courses. These have attracted participants from countries throughout the world, including Bahrain, Brunei, Cameroon, the Czech Republic, Finland, the Gambia, Ghana, Hungary, Kenya, Kuwait, Nigeria, Oman, the Philippines, Poland, Saudi Arabia, Singapore, South Africa, Tanzania, Thailand, Trinidad & Tobago, the United Arab Emirates, United Kingdom, United States, Zambia and 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 Management School London who will issue visa support letter.

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 participants said?

*"Meeting other experts gave me the impetus and energy to introduced 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 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"*



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## Methodology

The methodology of the two weeks learning event will consist of:

- Presentations by academic staff
- Presentations by practitioners involved in Advanced Human Resource Management
- Workshop activity
- Case study development
- Debate and discussion
- Site visits

The course will adopt a thematic approach in which the first week is dedicated to general themes in Human Resource Management followed by a second week looking at specific issues facing today's Human Resource specialist.

## Who should attend?

The programme is designed for:

- Executives who work in the personnel departments of private and public sector organisations
- Permanent secretaries and director generals
- Directors of personnel, deputy and assistant directors of personnel in government
- Personnel directors, heads of personnel and personnel managers
- Manpower development managers and senior training managers
- Industrial relations managers, executives and officers
- Wages and salaries managers
- Administrative managers and officers
- Managers and executives who have employees reporting to them

## Course objectives

The objectives of the course are:

- To review, update and discuss the application of modern human resource management strategy in a changing environment
- To provide a forum for debate of new ideas in human resource development
- To discuss new trends in human resource development
- To discuss the application of human resource strategy through change management
- To develop strategies for Continuous Professional Development (CPD)
- To identify key issues in the implementation of appropriate reward systems
- To examine key issues in performance management
- To identify key aspects of managing change in the workplace
- To discuss how to achieve corporate goals through the optimum use of human resources

## Benefits to the organisation

Organisations sending delegates to the Senior International Human Resources Management and Training Executives Business School will benefit by:

- Giving key human resource managers and executives a wider knowledge and understanding of the latest practice and thinking in human resource management
- Helping senior personnel managers to develop professionally in their organisations
- Developing and sharpening skills of senior management in key strategic and operational perspectives

## Course Contents

The course will be delivered in English and will encompass aspect of:

### 1. The Environment of Human Resource Management

- Economic environment and human resource management
- Political environment and government interventions
- Technological environment for human resource management
- Social and cultural environment and its impact on human resource management
- Competitive environment and Human resource management
- Internal environment

### 2. Strategic Management and Corporate Planning

- The Nature of Corporate Policy and Corporate Strategic Planning
- Strategy Options and Choices
- Implementation of Strategy
- Models of strategic management
- Key concepts in employee resourcing
- Strategic management in practice

### 3. Personal and Professional Development

- Continuous professional development (CPD)

- Lifelong learning
- Learning and development
- Personal Development Planning

### 4. Training and Development Strategies

- Corporate policy for training and development
- Identification of training needs
- Designing and implementing training programmes
- Evaluation of training
- Distance and open learning
- E-learning

### 5. Leadership

- What is leadership?
- Models and theories of leadership
- The manager as leader
- Assuming leadership
- Dealing with conflict
- Politics and power
- Leading for results
- Effective decision making

### 6. Managing Change

- Models and theories of change management
- Introducing change
- Strategies for managing change
- Business restructuring, re-engineering and rationalisation

### 7. Human Resource Planning Strategies

- Analysis of human resource planning
- The human resource planning process
- Factors that impact on the human resource planning process

### 8. Total Quality Management

- The development of Total Quality Management and Strategic Quality Management
- Concepts and Principles
- Optional Frameworks
- The Purpose of TQM
- Continuous Improvement
- Quality Audits and Assessment
- Changing Organisational culture

### 9. Executive and Staff Recruitment Selection and Development

- Employee selection process
- Job analysis
- Person specifications
- Recruitment sources and modes
- Selection
- Interviewing techniques
- Induction planning

### 10. Performance Management

- Performance appraisal
- Performance management Systems
- Planning and implementing a performance management system

### 11. Reward Strategies

- Formulation of reward policy
- Salary and organisation salary grading and job evaluation
- Flexible benefits
- Salary and wages administration
- Corporate salaries

### 12. Employee Relations Strategies

- Principles and practice of employee relations
- Consensus vs. confrontation
- Collective bargaining
- Industrial Relations
- Negotiation strategy
- Industrial and staff unions
- Managing industrial action and Strikes
- Participation and involvement

### 13. Discipline and Grievance Procedure

- Handling employee grievances
- Disciplinary and grievance Procedures

**Course Fee:** The Course fee is £5,500 ( five thousand five hundred pounds sterling ) per delegate. Cheque should be made payable to The Management School London



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**Methodology** The methodology of the two weeks learning event will consist of:

- Presentations by academic staff
  - Head of departments in the Private Sector
  - Senior Managers
  - Presentations by practitioners involved in Government
  - Workshop activity
  - Case study development
  - Debate and discussion
  - Site visits
- The course will adopt a thematic approach in which the first week is dedicated to general themes in Management followed by a second week looking at specific issues facing today's politicians, civil servants and government officials.

## Who should attend?

The programme is designed for the following

- Head of departments in the Private Sector
- Senior Managers
- Senior officials of Government Parastatals, Directors, General Managers, Deputy & Assistant General Managers
- Senior Civil Servants
- Government officials
- Legislators

## Course objectives

The objectives of the course are:

- To review, update and discuss the application of modern and cutting edge developments in management studies
- To give participants updates in the management of Human & Material Resources in Government
- To enhance Strategic & Tactical Skills of Executives
- To develop strategies for Continuous Professional Development (CPD) at a personal and professional level
- To assess new thinking in the field of Leadership Studies and to apply them to self
- To identify key aspects of Managing Change
- To recognise the development of proper Marketing strategies

## Benefits of the course

Senior civil servants, legislators and government officials at local, state and national level will benefit from the course by:

- Giving participants a wider knowledge and understanding of the latest practice and thinking in management studies
- Helping senior executives and officials to develop professionally
- Exposing senior executives and officials to an International forum
- Developing and sharpening the skills of Senior managers, civil servants and government officials in key strategic and operational perspectives
- Assist Senior Managers and officials to manage projects effectively
- Assist in the development of good corporate governance
- Assist in dealing with the media

## Course contents

The course will be delivered in English and will encompass aspects of:

1. The Functions and Environment of organisations
  - Economic environment
  - Business environment
  - Social environment
  - Political environment
  - Technological environment
  - Legal environment
  - Empowering government
  - Provision of essential services
  - Community leadership
  - Good governance
  - International relations
  - Law and order issues
2. Strategic Management and Corporate Planning
  - Policy Planning and implementation
  - Strategy Options and Choices
  - Implementation of Strategy
  - Models of strategic management
  - Strategic management in practice
3. Project Management
  - Team building
  - Performance management
  - Project planning
  - Project control techniques
  - Problem identification and analysis
4. Personal and Professional Development
  - Post-audit and evaluation
  - Continuous professional development (CPD)
  - Lifelong learning
  - Learning and development
  - Personal Development Planning
5. Procurement Management
  - Developing procurement policy
  - Co-operative procurement strategy
  - Contract arrangement and working with service providers
  - Ethics and transparency in purchasing and supply chain management
6. Human Resource Planning Strategies
  - Analysis of human resource planning
  - The human resource planning process
  - Factors that impact on the human resource planning Process
7. Managing Government Reputation.
  - Public Relations
  - Media management
  - Tools of media relations
  - Rules and conventions of the media
  - Communicating with Government Stakeholders.
  - Planning and implementing Public Relations campaigns
  - Managing crisis
8. Financial Management for Government
  - Financial management
  - Funds generation and financial strategy
  - Appreciation and use of financial statements
  - Budgeting and budgetary control
  - Cash flow statements
  - Working capital
  - The changing face of accounting
  - Application of ratio analysis
  - Audit and control
9. Leadership
  - What is leadership?
  - Models and theories of Leadership
  - The manager as leader
  - Assuming leadership
  - Dealing with conflict
  - Politics and power
  - Leading for results
  - Effective decision making
10. Managing Change
  - Models and theories of change management
  - Introducing change
  - Strategies for managing change
  - Business restructuring, re-engineering and rationalisation
11. Total Quality Management
  - The development of Total Quality Management and Strategic Quality Management
  - Concepts and Principles
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  - The Purpose of TQM
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