



THE MANAGEMENT SCHOOL LONDON



2012/13 International Strategic Public Relations, Marketing & Management Courses For Executives



- Effective Media Relations Management Course
- Effective Public Relations Planning Course
- Strategic Public Relations Management Course
- Issues and Crisis Management Course
- Senior International Public Relations and Advanced Media Management Programme (USA)
- Senior International Public Relations Business School
- Senior International Marketing Business School
- Advance Management Course
- Senior Protocol and Public Affairs Executive Course



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



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School Dates:

The Management School is open all year round
except during Christmas Periods when it is
closed for Christmas and New Year.

School Closing Dates:

17th December, 2012 - 7th January, 2013

Effective Media Relations Management Course (How to Maximize Media Coverage)^(2 weeks)

13th - 24th February 2012 11th - 22nd Feb., 2013
14th - 25th May 2012 13th - 24th May, 2013
19th Nov. - 30th November 2012 28th Oct. - 8th Nov. 2013

The Management School Training Centre, London

Attend the best Media Relations Management Course

Course Objectives:

At the end of the course, participants will derive the following benefits:

- Learn how to prepare a media relations and communications policy.
- Discuss strategy for maintaining excellent media relations.
- Learn about the globalisation of the media and how to deal with the global media.
- Discuss media issues and analyse them.
- Learn about communication audit, media research methods and evaluation.
- Examine multi media environment development.
- Discuss communication technologies & E media.
- Learn about digital and photographic imaging practice.
- Study advanced writing technique for the media.
- Examine the management of media special events.
- Learn how to deal with the media during emergencies and crisis communication.

Who Should Attend?

Public Relations Executives, Chief Press Secretaries, Media Managers etc.

Course Contents:

- The structure, characteristics and roles of the media (Print & electronic media)
- How to prepare a media relations and communication policy.
- Managing the global media.
- Sources of media information.
- Media issues & media audience.
- Media relations management.
- Issues management and communication audit, media research methods & Evaluation.
- Multi-media development environment.
- Communication technologies and E media- the media and the internet.
- Digital and photographic imaging practice.
- Advanced writing for the media.
- How to write successful press releases.
- How to write advanced feature articles.
- How to write excellent photo stories.
- Effective speech writing and delivery.
- How to run and manage an efficient press office.
- Roles of the press officer.
- How to handle media interviews and enquiries.
- Effective planning and managing of media events: press conferences, press facility visits, receptions.
- How to maximise media coverage: using print media to maximize media coverage, using radio and television to maximize media coverage and launch new products.
- Sponsorship and Media Relations.
- How to deal with the media during emergencies and crisis Communication.
- Media interviews and media interview techniques.

Course Fees:

£3950 (Three thousand nine hundred and fifty pounds sterling) per participant.
Fee covers tuition, tuition materials, meal ticket on each course day, and all visits associated with the course.

Effective Public Relations Planning Course^(2 weeks)

Dates:

13th - 24th February 2012 11th - 22nd Feb., 2013
14th - 25th May 2012 13th - 24th May, 2013
19th Nov. - 30th November 2012 28th Oct. - 8th Nov. 2013

Programme Objectives:

This is a comprehensive Course on Effective Public Relations Planning. It will deal with strategic issues associated with Public Relations Planning. The Course will cover business environmental monitoring, analysis and evaluation. It will examine the strength, weaknesses, opportunities and threat (SWOT) of organisations. The Course will review organisational vision, mission, objectives and the Public Relations Planning process. The course methodology will be hands on practical work on strategic Public Relations planning.

Who Should Attend?

Directors, General Managers, Senior Public Relations Managers, Public Relations Managers, Public Relations Executives, Chief Press Secretaries etc.

Programme Content:

- The Principles and Practice of Strategic Management
- The Environment of Business (Economic, Political, Technological, Social).
- Why Plan?
- Corporate Planning.
- SWOT analysis in Planning.
- Short Term Planning.
- Medium Term Plan.
- Long Range Plan.
- The Public Relations Plan.
- Analysis of the situation - Public Relations audit.
- Key Strategic Issues and Public Relations Plan.
- Setting Public Relations Objectives and Organisational Objectives.
- Objectives must be SMART.
- The Stakeholders, the Publics of Public Relations.
- Tactics of Public Relations
- Deciding on the Messages.
- The Media and Channels of Public Relations.
- Other Public Relations activities.
- Budgeting for Public Relations.
- Evaluation.

Course Methodology:

Lectures, Case Studies, Syndicate Work, Films, Discussion and exercises.

Course Fees:

£3950 (Three thousand, nine hundred and fifty pounds sterling) per participant. Fee covers tuition, tuition materials, lunch ticket on each course day, refreshment and all visits associated with the course.

Strategic Public Relations Management Course

Dates:

13th - 24th February 2012	11th - 22nd Feb, 2013
14th - 25th May 2012	13th - 24th May, 2013
2nd - 13th July 2012	1st - 12th July, 2013
29th Oct. - 9th Nov. 2012	30th Sept - 11th Oct., 2013
19th Nov. - 30th Nov. 2012	28th Oct. - 8th Nov., 2013

Venue: The Management School Training Centre, London

Issues and Crisis Management Course

Dates:

12th - 23rd March 2012	11th - 22nd March 2013
29th Oct. - 9th Nov. 2012	30th Sept. - 11th Oct. 2013

Venue: The Management School Training Centre, London

Programme Objectives:

- To provide a comprehensive Strategic Public Relations refresher programme for Public Relations Executives.
- To widen the experience of Public Relations Executives in meeting the challenges in specialised areas such as: Strategic Public Relations Planning, Crisis Management, Issues Management, Community Relations, Media Relations and Government Relations.
- To give Public Relations executives practical training in the field of Public Relations research and provide opportunities to analyse Public Relations Case-Studies.
- To discuss E-Public Relations.

Who Should Attend?

Directors, General Managers, Senior public Relations Managers, Public Relations Managers, Public Relations Executives, Media Managers.

Programme Contents:

- Strategic and Operational Management for Executives.
- Strategic Public Relations Management in practice.
- Strategic Public Relations Planning.
- Managing Public Relations by Objectives.
- Total Quality Management and Public Relations.
- Strategic Media Relations.
- Information Technology for Public Relations Executives.
- Exhibition and Trade Fairs.
- Community Relations.
- Government Relations & Lobbying.
- Financial/Investor Relations.
- Issues and Crisis Management.
- Research and Evaluations.
- Public Relations Case Studies.
- Advertising Campaign Planning.

Course Methodology:

Lectures, Exercises, Discussions, Case Studies, Video and Presentations with over-head projector.

Course Fees:

Course fee is £4950 (Four thousand, nine hundred and fifty pounds sterling) per participant. Fee covers tuition, tuition materials, lunch ticket on each course day, and all visits associated with the course.

What previous participants said:

"It was a great course, thank you so much for the valuable information". "It is very exciting programme and presented in a refreshing manner". "I liked the interactive nature of the presentations".

Programme Objectives:

- To discuss strategies for anticipating, preventing or minimising corporate crisis.
- To discuss crisis management plans and procedure.
- To examine how to minimise the damages caused by crisis.
- To discuss crisis communication plans and strategy.
- To review how to restore organisations reputation after a crisis.

Who Should Attend?

Directors, General Managers, Senior Public Relations Managers, Public Relations Managers, Issue Managers.

Programme Contents:

- Issues Management.
- Monitoring Issues, Managing Trend and Minimising Crisis.
- Risk Analysis.
- Strategic Crisis Management
- Managing Fire Disaster.
- Managing Financial Crisis.
- Managing Business Restructuring Crisis.
- Managing Environmental Crisis.
- Managing Board Crisis.
- Managing Accidents and Death at Work.
- Product Crisis.
- Managing Crisis Communication.
- Managing the Media during Crisis.
- Change Management and Strategic Communication.

Course Methodology:

Lectures, Case Studies, Syndicate work, Films, Discussion and Exercises.

Course Fees:

£3950 (Three thousand, nine hundred and fifty pounds sterling) per participant. Fee covers tuition, tuition materials, lunch ticket on each course day, and all visits associated with the course.

Senior International Public Relations and Advanced Media Management Programme

Venue: Universities at Shady Grove, Rockville, Maryland, USA

Dates: 8th - 19th Oct., 2012 14th - 25th Oct., 2013

Overview:

The USA-based International Public Relations and Advanced Media Management Programme for Senior Executives and Managers will be held at the Universities at Shady Grove, Rockville, Maryland, USA from 8th - 19th October, 2012 and 14th - 25th October, 2013.

The 2012 seminar is designed for senior executives and managers from around the world 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 seasoned executives and internationally recognised experts in the field of public relations, public affairs and media management.

The day trips are planned to allow seminar members to hear from lobbyist, senior public relations practitioners and top Media Executives. We expect seminar participants to be from a variety of countries and to have or anticipate senior-level management experience in various industries, including profit-making corporations, governmental agencies, non governmental organisations, full-service and specialised marketing, advertising and public relations agencies.

Objectives Of The Seminar:

Describe best practices in public relations and advanced media management as practiced in the United States.

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 measurement and Evaluation.

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

Who Should Attend?

Public Relations Executives, Chief Press Secretaries, Media Managers etc.

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.

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.
- Latest 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.

Course Fees:

£5,500 (Five thousand, five hundred pounds sterling) per participant. Fee covers tuition, tuition materials, lunch ticket on each course day, and all visits associated with the course.

Course Objectives:

- Every element of the Senior International Public Relations Business School 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 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.

Senior International Public Relations Business School

Dates:

2nd - 13th July 2012

1st - 12th July, 2013

Venue: The Management School Training Centre, London

The benefits:

Companies, Government Agencies, NGOs and public sector organisations sponsoring delegates to this years' 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; instil the principles of "clients" 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.

Contents:

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

- Roles 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.
- Issues and crisis management.
- National and international lobbying.
- NGOs and pressure groups.

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 and information services.
- Communication strategy for Government.
- Managing Government Media Relations and mobilisation of the citizens.
- Proactive Government Public Relations Vs Defensive Government Public Relations.

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.

Course Fees:

£4950 (Four thousand, Nine hundred & Fifty pounds sterling) per participant. Fee covers tuition, tuition materials, lunch ticket on each course day, and all visits associated with the course.



Senior International Marketing Business School

Dates:

2nd - 13th July 2012

1st - 12th July, 2013

Venue: The Management School Training Centre, London

A particular feature of the Senior International Marketing Business School is an opportunity to gain insights into current Marketing thinking from a range of Marketing experts who have published extensively in their specialist fields.

Who Should Attend?

Marketing Directors, Marketing Managers, Products Managers, Sales Directors, Research Managers, Business Development Managers, Advertising Managers, Marketing Communications Managers and other Senior Executives involved in marketing will find the Senior International Marketing Business School an excellent opportunity to extend and renew their experience in all aspects of marketing. It will bring them up to date with the latest thinking and practices of the world's foremost experts. It will also provide participants the opportunity of meeting and getting to know fellow marketing professionals from around the globe.

Course Objectives:

The aim of the Senior International marketing Business School is to provide Senior Marketing Management with a valuable, high quality experience in their professional development. All speakers have the highest credentials and qualifications and are acknowledged experts with extensive practical experience in their fields. The programme is comprehensive and allows for practical workshops as well as lectures and case studies. The course is run by the International School of Marketing. All delegates completing the course satisfactorily receive a Certificate of Attendance. It is also possible to sit a Diploma Examination at the conclusion of the Course.

The Business Benefits

Companies, banks and government related organisations sending delegates on the Senior International Marketing Business School will benefit by:

- Giving key executives a wider knowledge and understanding of the latest practices and thinking in marketing.
- Developing and sharpening the skills of senior management in the key strategic and tactical elements of the marketing mix.
- Helping senior executives to develop professionally within an organisation.
- Giving marketing management the ability to identify, analyse and exploit market opportunities profitably.
- Exposing managers to new ideas and providing them with vital professional stimulation.
- Helping senior managers to develop their strategic marketing vision.

Course Content

The Senior International Marketing Business School is an intensive two weeks course run in English, which provide senior and middle level executives with wider knowledge and understanding of the latest practices and thinking in marketing. The programme demonstrates how these elements can then be combined via Strategic Marketing and Marketing Planning into comprehensive and effective Marketing actions.

Marketing Decision Making

The programme will give attention to marketing as a business philosophy and will examine marketing as a functional area of management. It will review marketing's relationship with other functional areas including finance, human resources management, and research and development, operations and management services. It will consider the impact on marketing practice of TQM, benchmarking and performance management concepts.

Target Marketing and Marketing Mix

The importance of target marketing will be highlighted giving emphasis to the customer focused ethos of marketing. Target marketing will provide a platform for considering the extent to which market segmentation is still relevant, given the capacity of organisations to get 'close to the customer'.

Products Development

Products development provides the starting point for reviewing the marketing mix. New product development, the product life cycle and product development strategies will be examined. Particular attention will be paid to product positioning strategies.

Logistics, Distribution and Channel Management

Logistics, distribution, channel management and the identification and evaluation of alternative channels will be examined. The role of logistics in terms of generating competitive advantage will be addressed. The role and contribution of marketing to effective e-commerce will be included.

Marketing Communication and sales Management

The role of marketing communications particularly in terms of generating and maintaining the image of the product/ service offering will be outlined. The position of sales management in contributing to effective business development via effective recruitment, motivational and development strategies will be examined.

Financial Aspect of Marketing Pricing

A review of the relationship between the marketing functions provides an opportunity to examine pricing as a significant element of the marketing mix. This topic examines the balance between customer satisfaction, value and financial probity. The link between marketing, financial control and financial performance will also be reviewed.

Human Resource Development for Marketing

The significance of people and processes as a legitimate element of the marketing mix will be considered. The role of training and development as a core element of business and marketing strategy will be highlighted.

Customer Buying Behaviour

The focus on the customer will begin with a review of consumer buying behaviour and the models and theories underpinning such behaviour.

Reference will be made to culture, group norms, family and psychological factors. Consumer buying behaviour will be compared and contrasted with 'organisational buying behaviour', providing an opportunity to consider the relevant processes and assess the role of the decision-making unit.

Relationship Marketing

Buying behaviour provides a sound introduction to the field of customer care and relationship marketing. Particular attention will be given to the role of customer care in service businesses.

Customer service and customer retention strategies will be illustrated. The significant role of relationship marketing in 'business to business' setting will be examined.

Database Marketing and Marketing Research

The pivotal role of sound information for marketing decision-making will be examined via the contribution of marketing research and marketing information systems. As well as reviewing standard research methodologies attention will also be given to developments in database marketing, data mining and data warehousing. The role of information technology through 'decision support systems' will provide a useful link with marketing strategy.

Marketing Strategy and strategic Benchmarking

The development of the Marketing Strategy and its expression in terms of an implementable Marketing Plan combines all of the key topic areas into effective marketing action. A range of strategic techniques will be presented including portfolio analysis and strategic benchmarking. The role of the marketing plan as a monitoring and evaluation tool will be assessed.

International Marketing and Globalisation

Having presented the key principles of a strategic marketing approach the programme will consider the application of the principles in a global context. This topic area will review trends and developments in international marketing and consider the impact of the stage of economic development as a factor in determining international marketing opportunities.

Channel Strategies

Approaches to international markets through a range of channel strategies will be examined. This will include exporting, licensing, joint ventures and agency distributor arrangements. Attention will focus on the skills needed to negotiate such agreements.

The Future of Marketing

Marketing- the future; by reference to leading edge ideas and concepts this final topic area will try and chart the future of marketing and its on-going contribution.

Course Fees:

£4,950 (Four thousand, Nine Hundred & Fifty pounds sterling) per participant. Fee covers tuition materials, lunch ticket on each course day, and all visits associated with the course.

Advanced Management Programme

Dates:

13th - 24th February 2012	11th - 22nd February 2013
16th - 27th April 2012	15th - 26th April, 2013
14th - 25th May 2012	13th - 24th May, 2013
11th - 22nd June 2012	10th - 21st June, 2013
13th - 24th August 2012	12th - 23rd August, 2013
10th - 21st Sept. 2012	9th - 20th September, 2013
29th Oct. - 9th November 2012	30th Sept - 11th Oct, 2013

Venue: The Management School Training Centre, London

Who Should Attend?

Directors-General, Directors, Deputy Directors, Heads of Departments, Senior Managers & Assistant Directors in Government Parastatals, General Managers, Company Secretaries & Government Officials.

Course Contents:

Government Environment

An overview of Central, State, Local Government; Political, Economic, Technological, and Cultural Environments.

Working with Central, Regional, State and Local Governments

Central/Federal, Regional/State and Local Governments.

- Inter Government relations.
- Working with the political parties.

Functions of Modern, Central, Federal, State and Local Government

- Economic Development.
- Provision of essential social service, health services, education, housing, criminal justice etc.
- Community leadership, community care and continuous empowerment.
- Capacity Building.
- Maintaining Law and Order.
- Fund generation.
- Project and Contract Management.
- Financial Management and Accountability.
- International Relations.

Strategic Management for Government

- Strategic Management.
- Operational Management.
- Total Quality Management for Local Government.
- Social Policies and Strategic Management.

Corporate Planning and Effective Decision Making

- Vision, Mission and objectives of Federal, State and Local Government.
- Corporate planning process.
- Plans implementation.
- Performance Management.
- Plans control and Evaluation.
- Effective decision making strategy.

Financial Management for Government

- Funds Management in Government.
- Funds generation and financial strategy.
- Appreciation and use of financial statements.
- Budgeting and budgetary control.
- Cash flow statement.
- Working capital.
- The changing face of accounting.
- Application of ratio analysis.
- Audit and control.

Leadership and Decision Making

- Leading for result.
- Effective decision-making.

Procurement Management

- Developing a procurement policy.
- Co-operative procurement strategy.
- Contract arrangement and working with service providers.
- Ethics and transparency in purchasing and supply chain management.

Public Relations for Government

- Communication strategy for Government.
- Mobilising the Community for development.

Project Management

- The goals, objectives and plans for effective project Management.
- Team Building and team working for Project Management.
- Managing conflicts and crisis during implementation.
- Project monitoring evaluation.

Human Resource Management

- Human Resource Management Strategy.
- Human Resource planning.
- Capacity building.
- Performance Management.
- Employment Creation.

Course Fees:

£4950 (Four thousand, Nine hundred & Fifty pounds sterling) per participant. Fee covers tuition, tuition materials, lunch ticket on each course day, and all visits associated with the course.

Senior Protocol & Public Affairs Executives Course

Dates: 29th Oct. - 9th November 2012 30th Sept. - 11th Oct., 2013

Venue: The Management School Training Centre, London

Introduction:

We are pleased to inform you about a Senior Protocol & Public Affairs Executives Course. We have pleasure in inviting your Director & Protocol, Chief Protocol Officers and Protocol Officers and Security Operatives to attend the programme.

The course has been specifically designed for Protocol and Public Affairs Executives in the Public and Private sectors.

Course Objectives:

The course is designed to:

- Assist Protocol Officers to meet the challenges of their demanding function.
- Share experience and best practice in Public Affairs.
- Discuss planning for Protocol and Public Affairs functions.
- Examine the issues of developing people and departmental management.
- Discuss interpersonal relations & human relations management.
- Examine time management for protocol functions.
- Explore issues, crisis, security and environmental incidents management.
- Familiarise themselves with the impact of Information Technology on Protocol and Public Affairs management.
- Discuss effective communication, lobbying and Public Relations.

Course Agenda:

- Welcome Introduction.
- Corporate Strategy and Strategic Public Affairs.
- Working with Government Officials (The Fundamental of Government Relations and Lobbying for effective Protocol function).
- E-Business and the Internet world. The application of E-business in the protocol functions.
- Field Trip.
- Managing the media.
- Managing Issues: Measuring Success.
- Managing crisis communication.
- Effective communication for Protocol Executives (Communication in the rounds).
- Time management and stress management for protocol officers.
- The secrets of effective lobbying campaign.
- Planning the protocol function (Planning a VIP's visit).
- Field Trip visit.
- Interpersonal Relations, team building and team working.
- The secret of setting up and managing a successful V.I.P visit.
- Internal Employee Relations and Communication.
- Practical work.
- Presentation of teamwork.
- Social Responsibility.

Who Should Attend?

- Directors, Deputy Directors and Assistants of Protocol in the public and private sectors.
- Senior Protocol Officers to the Presidency, the Senate, House of Representatives, the Governors and Ministers.
- Protocol Officers in the private sector and government and Parastatals.
- Managers of travel and passages departments.
Administrative Officers.

Course Fees:

£3950 (Three thousand nine hundred and fifty pounds sterling) per participant. Fee covers tuition, tuition materials, lunch ticket on each course day, and all visits associated with the course.

Note: The International School of Public Relations reserves the right to make alterations to the course content venues and speakers in the event of unforeseen circumstances.

OTHER 2012/13 COURSES RUNNING

S/N	Date	Course Titles	Sponsors	Venue	Course Fees
1.	13th - 24th Feb 2012 11th - 22nd Feb 2013	Senior Secretarial Computing Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
2.	13th - 24th Feb 2012 11th - 22nd Feb 2013	International Senior Secretaries & Directors' Personal Assistants Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
3.	13th - 24th Feb 2012 11th - 22nd Feb 2013	Advanced Management for Senior Government Officials	The Management School London	The Management School Training Centre, London	£4, 950 2wks
4.	13th - 24th Feb 2012 11th - 22nd Feb 2013	Strategic Management Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks
5.	13th - 24th Feb 2012 11th - 22nd Feb 2013	Strategic Public Relations Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks
6.	12th - 23rd March 2012 11th - 22nd March 2013	Financial Analysis, Budget & Evaluation Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks
7.	12th - 23rd March 2012 11th - 22nd March 2013	Financial Management Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks
8.	16th - 27th April 2012 15th - 26th April 2013	Human Resources & Personnel Management Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
9.	16th - 27th April 2012 15th - 26th April 2013	Company Secretaries & Corporate Legal Advisers' Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks
10.	2nd - 13th July 2012 1st - 12th July 2013	Senior International Public Relations Business School	International School of Public Relations, London & The Management School, London	The Management School Training Centre, London	£4, 950 2wks
11.	2nd - 13th July 2012 1st - 12th July 2013	Senior International Marketing Business School	International School of Marketing, London & The Management School, London	The Management School Training Centre, London	£4, 950 2wks
12.	2nd - 13th July 2012 1st - 12th July 2013	International Senior Secretaries' & Directors' Personal Assistants Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
13.	2nd - 13th July 2012 1st - 12th July 2013	Senior Secretarial Computer Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
14.	13th - 24th Aug 2012 12th - 23rd August 2013	Strategic Management Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks
15.	10th - 21st Sept. 2012 9th - 20th Sept. 2013	International Senior Secretaries' & Directors' Personal Assistants Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
16.	10th - 21st Sept. 2012 9th - 20th Sept. 2013	Senior Secretarial Computing Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
17.	10th - 21st Sept. 2012 9th - 20th Sept. 2013	Senior Training & Development Management Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
18.	10th - 21st Sept. 2012 9th - 20th Sept. 2013	Advanced Legal Advisers' Programme & Senior Legal Officers & Executives	The Management School London	The Management School Training Centre, London	£4, 950 2wks
19.	29th Oct. - 9th Nov 2012 30th Sept - 11th Oct. 2013	Advanced Management	The Management School London	The Management School Training Centre, London	£4, 950 2wks
20.	29th Oct. - 9th Nov 2012 30th Sept - 11th Oct. 2013	Strategic Public Relations Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks
21.	29th Oct. - 9th Nov 2012 30th Sept - 11th Oct. 2013	Advanced Public Relations Course	The Management School London	The Management School Training Centre, London	£3, 950 2wks
22.	29th Oct. - 9th Nov 2012 30th Sept - 11th Oct. 2013	Advanced Management for Senior Government Officials Course	The Management School London	The Management School Training Centre, London	£4, 950 2wks

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.



Craig Murphy, B.Sc

Craig Murphy graduated university with an Honours degree in Biochemistry and Genetics and spent 10 years in management in a large National FMCG corporation. During this time he gained a PGDip in Multimedia and Computing and gained an interest in teaching. He set up his own training and ICT consultancy company in 1998 and after fulfilling all the necessary exam and teaching certifications he became a Microsoft Master Instructor in 2000. Over the last 8 years he has gained recognition as a Microsoft Certified Trainer and an Adobe Certified Instructor working with a diverse client base from Large Multinational firms, several councils, and many SME's.



Dr John Black PhD, MA, B.Soc, Sc

John was Reader in Human Resource Management and Director of the Japanese Management Research Unit at the Wolverhampton Business School. John's career has been split almost equally between industry and education, including a spell with Texaco UK. Before his retirement he has written and published extensively in the field of Human Resource Management and Labour Relations. He has also been Visiting Fellow in Industrial and Labour Relations at Cornell University in USA. His current research interests are Management Control and the impact of cross-cultural influences on Human Resource Management. He is a frequent presenter at 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.



Greg Pritchard

A Chartered Accountant by profession, Greg has carried out many senior strategic roles for major international Financial Services companies in the areas of Finance, Internal Audit and Risk Management. His vast experience includes such diverse activities as acting as Finance Director, launching a unit trust, acting as Head of Risk for a derivatives broker and establishing a new unit linked insurance company in Belgium.



Peter Burbidge

Senior lecturer at the university of Westminster. He qualified as a barrister in 1973 but has been mainly involved in legal training since then, initially for the College of Law where he was a principal lecturer and since 2000 for Westminster Law school, where he teaches on the LPC. He specialises in business law, employment, corporate finance and commercial law but with a particular interest in comparative law and the development of European union law in these

areas. He speaks French, Italian, German and Spanish and has lectured regularly in French and Italian. He is a visiting lecturer at the University of Bordeaux and has lectured in a number of European countries as well as many seminars for the solicitors profession in England and Wales. He has published articles in a number of professional journals and in peer-reviewed legal journals.



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.



David Stringer

David worked in three UK banking groups, in Retail Operations and Marketing before he was promoted to be Group Sales Training Manager. In this role, he was responsible for improving customer service and sales effectiveness at over 600 branches, with total of 8,000 staff.

He then became Assistant Training Manager of a Department with more than 120 people servicing a Financial Services Group of 13 businesses operating across a range of activities. He was personally responsible for people development across the Group's twelve subsidiary companies – including European operations – and designed an accreditation process for a training function against the ISO9000 quality standard. Following his work on Management Development, he became responsible for major culture change projects, including the introduction of the Group's "Vision and Values", designed to motivate and inspire all staff towards the goals, through excellent service. This work included driving the shift for many service departments from internal service providers to strategic business partners.

David moved into consultancy and training 16 years ago, following 3 months intensive work with the Forum Corporation of Boston, USA, since when he has enjoyed significant successes. He has been credited with stimulating major performance improvements for a number of clients. His clients and projects are wide-ranging in nature, including many blue chip companies in finance and commerce, oil and gas industries and government departments, across the world.

He produced the multi-media programme 'Coaching to Improve Performance' that formed the major part of 'The Manager's Role in Learning'. This program won joint first prize in the National Training Awards in the U.K. in 1993, selected from over 50,000 entries. First used in a Financial Services environment, it was established that sales performance improvements of over 140% were attributed to the effective introduction of coaching throughout the network.

David has also had wide involvement in media relations, including a number of published articles and radio broadcasts. With Bernard Wynne, he co-authored 'A Practical Guide to Understanding and

Applying Competencies' 'A Competency-Based Approach to Training and Development' (Financial Times Management Series/Pearson Publishing) and their article 'Measuring Team Leaders' was featured in 'TEAMS' magazine. He recorded a series of 40 programmes on management and self-improvement topics, which were repeated several times after their first broadcast

David's latest project has involved designing and presenting a series of short courses, to improve leadership capability, for one of the world's leading banks.

David regularly runs programmes for The Management School, majoring in H.R. and People Development, Coaching & Mentoring, and Leadership.

David regularly runs programmes for The Management School, majoring in H.R. and People Development, Coaching & Mentoring, and Leadership.



Greg Whitear

Greg Whitear is the Managing Director of Mindzone Consulting. He is an international consultant in business performance and management development, with special skills in organisational learning and the design and delivery of programmes that promote change, leadership, teamwork and employee effectiveness. He has over thirty years management and consulting experience in national and international companies providing business development, training, coaching, counselling and psychometric services. Greg has a MSc degree in Management Development, a BA degree in Social Sciences, a Diploma in Business Performance Coaching and a Certificate in Life Coaching. He is a Chartered Fellow of the Chartered Institute of Personnel and Development and a Member of the Chartered Management Institute. He is qualified through the British Psychological Society to administer a full range of ability and personality assessments including assessment centres and 360° feedback. He is also a qualified National Vocational Qualification (NVQ) assessor. To achieve results for clients more simply, effectively and quickly he uses Neuro Linguistic Programming techniques, which is the study and practice of human excellence. Greg is a qualified Master Practitioner of NLP including the application of advanced psychotherapy. In addition to clients in the private and public sector in the UK and overseas, Greg provides business and learning services as an Associate Consultant with The Business School London.

Greg is the author of 'The NVQ and GNVQ Handbook' published in 1995 by Pitman Publishing. He is co-author of 'Instant Manager: Body Language' published in 2007 by Hodder Arnold for the Chartered Management Institute and 'Dealing with Difficult People and Difficult Situations' published in 2007 by the Chartered Institute of Personnel and Development (CIPD). He also produces a full range of learning materials and psychometric questionnaires to support his business and learning services.



Bob McCulloch

Bob McCulloch is an independent Management Consultant and Trainer. A director of his own business, Roche McNair Ltd., he provides services for organisations in the UK and overseas. Roche McNair Ltd provides training in the PRINCE2 (accredited) project management method to Foundation and Practitioner levels, general project management, organisational change, risk management, strategic planning and general management. Bob has previously worked in the UK Civil Service at the Ministry of Defence and at the National School of Government as a senior lecturer and consultant. He has wide experience in a variety of areas including project management, procurement, personnel, contracts administration, finance, internal audit, management consultancy, strategic planning, risk management and training. His international experience includes work in Bermuda, West and Southern Africa, Europe, Central Asia, Russia and the Far East. Bob holds a Diploma in Management Studies and a Diploma in Life Coaching. He is a member of the Chartered Institute of Personnel and Development and the Institute of Directors.



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.

Iain O'Neill

Iain has 35 years experience as a main board director and frontline senior manager in a number of business sectors, including the brewing industry, the chemical industry, the environmental treatment industry and management consultancy. Like the other partners, his experience can be utilised in a number of areas, but especially in hands on change management, quality management, cost control and systems management. He is happy in the boardroom and the shop floor, either suits him. Iain has Diploma Member of the Institute of Brewing, he is a Associate Member Of the Chartered Management Institute and Member of the Water Management Institute. His core teaching areas covers: Strategic Management, Operational Management, Quality Management, Investor Relations, and Leadership.



The Management School London



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In order to enable us to process your registration quickly and accurately, please fill in ALL SECTIONS of this registration form in **BLOCK CAPITALS** and **BLACK INK**

FEEL FREE TO MAKE COPIES OF THIS FORM TO NOMINATE AS MANY DELEGATES AS YOU MAY WISH.

2012/2013 CENTRAL COURSE REGISTRATION FORM

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Name of Sponsoring Organisation	<input type="text"/>
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Full Address Of The Organisation	
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Based on this information, what topic do you most want to see covered from the course contents section: please specify:
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Do You Have Any Special Dietary Requirements	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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THE MANAGEMENT SCHOOL LONDON

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