



WANFAH PROSPER PLT

<https://wanfahprosper.com/effective-public-relations/>

PROGRAMME OUTLINE for EFFECTIVE PUBLIC RELATIONS

DAY 1

9.00am to 10.15am

Module 1: Understanding Public Relations

- What is Public Relations
- Define your Stakeholders
- Public Relations Functions & Roles

10.15am to 10.30am

Morning Break

10.30am to 1.00pm

Module 2 : Stakeholders

- Who are the Stakeholders
- Stakeholders Management
- Media Relations
- Social Media and its emerging role

1.00pm to 2.00pm

Lunch Break

2.00m to 3.15pm

Module 3 : Branding

- Why do you need Branding
- Corporate Social Responsibility (CSR) and its impact

3.15pm to 3.30pm

Afternoon Break

3.30pm to 5.00pm

Module 4 : Public Relations Services

- Publications
- Corporate Events
- Sustainability

Case Study Workshop



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DAY 2

9.00am to 10.30am

Module 5 : Drafting News Releases

- What is your objective
- Write an effective news release
- Read your audience, write like a human, not robot, building a relations that matter
- Social media & its Practices, Do's and Don'ts
- Tracking and its effectiveness

10.30am to 10.45am

Morning Break

10.45am to 1.00pm

Module 6 : Stakeholder Management

- Case Study of Effective Stakeholder Management
- Why Stakeholder Management is a must in every industry
- What are the Do's and Don'ts of Effective Stakeholder Management

1.00pm to 2.00pm

Lunch Break

2.00pm to 3.15pm

Module 7 : Environmental, Social and Governance (ESG)

- What is ESG
- How is ESG influencing the management and stakeholders today
- Why is ESG a critical component in today's business
- Diagnostic and Analytical Skills

3.15pm to 3.30pm

Afternoon Break

3.30pm to 5.00pm

Module 8 : Sustainable Development Goals (SDG)

- Case Study on Sustainability and the Importance of the SDG's