



**Accredited  
Certification  
International  
Limited**

# Public Relations



**This course introduces you to public relations through principles, theories, and practical applications including, but not limited to, the preparation of press releases, radio and television spots, and promotional campaigns. Content includes the history and styles of public relations, development and implementation of the programs, and the ethics, accountability, and roles of public relations practitioners.**

**1 Day HK\$ 2,210**

## Objectives

- To allow participants equip with good public relationship techniques, in terms of preparation of press conferences. In addition, it also aims at explain the principles and theories in a simple way to let participants have a better understanding over public relations.

## Target Audience

- Staff who new to public relations in terms of press releases, promotional campaigns and the like

## Details

- Introduction to public relations tools and practices.
- Internal public relations -- strengthening the organization
- External public relations -- building the organization
- Media relations -- getting good publicity and dealing with bad publicity
- Fund raising.
- Lobbying & Building strategic alliances.
- Communications planning & research and evaluation.
- The organization and society: ethics and responsibilities.

## Methodology

Presentation and experience sharing

## Venue

ACI training centre