



**GLASSHOUSEPR**  
Clear and Constant Communication

## PR TRAINING

### DAY ONE

TIME	COVERAGE
8.30 -9.30	<ul style="list-style-type: none"> <li>✓ Introduction &amp; Expectations</li> </ul>
9.30-10.30	<ul style="list-style-type: none"> <li>✓ The Growth of PR around the World</li> <li>✓ The state of PR in Kenya</li> </ul>
10.30 - 11.00	<b>TEA BREAK</b>
11.00- 1.00	<ul style="list-style-type: none"> <li>✓ The redefined role of Public Relations today</li> <li>✓ Research for PR Programmes</li> <li>✓ Planning &amp; Developing the Key Message</li> <li>✓ Identifying the Audience/ Analysis</li> <li>✓ Implementation Strategies- Social Media, Content, Crisis and Media tactics</li> <li>✓ 2015 PR Campaigns case Studies-International</li> </ul>
1.00 -2.00	<b>LUNCH</b>
2.00-3.30	<ul style="list-style-type: none"> <li>✓ Implementing PR Successfully</li> <li>✓ Choosing the Right Tools</li> <li>✓ Media Selection</li> <li>✓ Spokesperson Positioning</li> <li>✓ PR 2.0 -New Media Implication</li> <li>✓ Planning Tools</li> </ul>
3.30-3.50	<b>TEA BREAK</b>
3.50-5.30	<ul style="list-style-type: none"> <li>✓ Public Relations Planning</li> <li>✓ Setting Programme Objectives</li> <li>✓ The Process of Setting up a Budget</li> <li>✓ 2015 PR Campaigns Case Studies -Regional</li> </ul>



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## DAY TWO

TIME	COVERAGE
8.30 - 10.30	<ul style="list-style-type: none"><li>✓ Successful Measuring of PR Programmes</li><li>✓ The Advertising Value Equivalent-AVE</li><li>✓</li></ul>
10.30 -10.50	<b>TEA BREAK</b>
10.50-1.00	<ul style="list-style-type: none"><li>✓ The Barcelona Principles</li><li>✓ Redefining Truth Well Told</li></ul>
1.00-2.00	<b>LUNCH</b>
2.00 -3.30	<ul style="list-style-type: none"><li>✓ Applied Public Speaking and Presentation Skills</li></ul>
3.30 -3.50	<b>TEA BREAK</b>
3.50-5.00	<ul style="list-style-type: none"><li>✓ Applied Public Speaking and Presentation Skills</li></ul>



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### DAY THREE

TIME	COVERAGE
8.30 – 10.30	<ul style="list-style-type: none"><li>✓ Personal Branding</li><li>✓ Communication Skills: persuasive communication Department</li><li>✓</li></ul>
10.30 -11.00	<ul style="list-style-type: none"><li>✓ <b>TEA BREAK</b></li><li>✓</li></ul>
11.00-1.00	<ul style="list-style-type: none"><li>✓ Learn how to prepare fully for media interview</li><li>✓ Discover how to get your message across all the time</li><li>✓ Answer difficult questions convincingly</li></ul> Enhance your organization's reputation
1.00-2.00	<b>LUNCH</b>
2.00 -3.30	<ul style="list-style-type: none"><li>✓ Introduction to Online PR</li><li>✓ Social Media Strategy and framework</li><li>✓ Content Strategy</li></ul>
3.30-3.50	<b>TEA BREAK</b>
3.50-5.00	<ul style="list-style-type: none"><li>✓ Engagement strategies and how to facilitate conversations.</li><li>✓ Measuring results Monitoring Your Online Reputation</li></ul>
	<ul style="list-style-type: none"><li>✓ Evaluation</li><li>✓ Certification</li></ul>