

## Foundations in PR

An intensive one-week seminar designed for PR and communications practitioners who want to ensure that they have solid grounding in the core PR skills. This course gives participants global insights, case studies and lectures from international trainers.

### Topics covered include:

- The core ideas behind modern PR
- Creating messages for PR activities
- Defining stakeholders for communications campaigns
- How to develop a PR strategy
- Media and non-media PR tactics
- The role and function of a press office
- Evaluating the success of a PR campaign
- The needs and practices of the media in the Middle East
- The needs and practices of the international media
- How to interest the media in your organisation's news
- Event & press conference organisation
- International protocol: working and communicating with different cultures

The training seminar is led by a very experienced global communications practitioner, along with insight and case studies from journalists and guest speakers throughout the week. The course is full of current examples from around the world and is based on the Harvard Business School case learning model. Participants are encouraged to share knowledge, participate actively in discussions and learn from each other's experience.

All participants who attend and participate in the training will be awarded a completion certificate. The seminar is strictly limited to eight people to ensure maximum learning.

### What people think of this course

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*"I liked the trainer; she was very active and energetic. I loved all the examples that she gave,"* Manal al Rushaid, Kuwait National Petroleum Company, Kuwait

*"I liked the workshops, case studies and the level-headedness of the trainers,"* Ameen K Yassar, Kano State Government, Nigeria

*"It was a very fun and useful week, full of information. I especially liked the true and real events and situations that were given by Elsbeth Smedley,"* communications officer, Dubai

## Foundations in Public Relations Seminar 2010 Course Programme – Dubai, UAE

**Dates:** Sunday, 11 April – Thursday, 15 April; Sunday, 27 June – 1 July; Sunday, 26 September – Thursday, 30 September; and Sunday, 5 December – Thursday, 9 December

**Venue:** Capital Club, DIFC, Dubai, UAE

**Time:** 9.30am-4.30pm note that training starts promptly at 9.30am, please do not be late

**Course leader:** Elsbeth Smedley

**Dress code for the courses:** business casual

**Notes:** *Three tea and coffee breaks as well as lunch will be provided each day for the training.*

Date	Course topic
Sunday	<b>Introduction to PR</b> <ul style="list-style-type: none"> <li>• The core ideas behind modern PR</li> <li>• The different types of PR practiced</li> <li>• The relationship between CSR and PR</li> <li>• Different types of PR activities in a practitioner's toolkit</li> </ul>
Monday	<b>Introduction to media relations: media relations and media engagement</b> <ul style="list-style-type: none"> <li>• The needs and practices of the media in the Middle East</li> <li>• Getting the media interested in your organisation's news</li> <li>• Online PR and media engagement</li> <li>• The role of the press office</li> </ul>
Tuesday	<b>Planning &amp; managing a PR campaign</b> <ul style="list-style-type: none"> <li>• Creating messages for PR activities</li> <li>• Defining stakeholders for communications campaigns</li> <li>• How to develop a PR strategy</li> <li>• Choosing the right PR tactics</li> <li>• Evaluating the success of a PR campaign</li> </ul>
Wednesday	<b>Events &amp; protocol: Strategic event management</b> <ul style="list-style-type: none"> <li>• Developing themes &amp; content</li> <li>• Venue sourcing &amp; liaison</li> <li>• Supplier negotiation</li> <li>• Running the event on the day</li> <li>• Generating press coverage for your event</li> <li>• Other media events that can be organised around your event</li> </ul>
Thursday	<b>Events &amp; protocol: Planning press conferences &amp; international protocol</b> <ul style="list-style-type: none"> <li>• How to plan and organise a successful press conference</li> <li>• International protocol: working &amp; communicating with different cultures</li> </ul>

## Trainer biography

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### Elsbeth Smedley



Elsbeth is a senior international PR director with more than 18 years' experience working both for agencies and in-house. She has managed campaigns at national and international levels across all PR disciplines including consumer, corporate, crisis management, technology, business-to-business and entertainment, for an array of clients ranging from multinational conglomerates to specialist small businesses. She ran the PR division of Edelman Public Relations Worldwide's Brussels office for four years, managing a multinational staff developing and implementing PR programmes at local, European and global levels, as well as supporting public affairs and lobbying initiatives. Elsbeth has been working in the Gulf region for more than 10 years has worked on developing tailored training schools/academies for companies, governments and organisations. She also works in the Gulf on a monthly basis and trains people in a number of areas of strategic communications.

### Background information

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The seminar will be held at the Capital Club in the Dubai International Financial Centre (DIFC). The DIFC is close to the luxurious shopping of Emirates Towers and the DIFC shops as well as the Old Town of Dubai, which houses the Dubai Mall, the largest shopping mall in the world, and the Burj Khalifa, the world's tallest tower. It is led by Elsbeth Smedley, one of Pinnacle's most senior trainers and consultants. The course contains insight and case studies from journalists and guest speakers throughout the week. The course is full of current examples from around the world and is based on the Harvard Business School case learning model. Participants are encouraged to share knowledge, participate actively in discussions and learn from each other's experience.

All participants who attend and participate in the training will be awarded a completion certificate. The seminar is strictly limited to eight people to ensure maximum learning. The cost of the five-day course is 13,500 AED inclusive of all tuition, materials and lunch each day.

Pinnacle is able to secure excellent corporate rates at the Capital Club which has hotel suites and at nearby hotels such as the Emirates Towers and Al Manzil Hotel and Qamardeen Hotel, please enquire with our team at the time of booking.

**For more information or to book a place on the course** please visit our website at [www.pinnaclepr.net](http://www.pinnaclepr.net) or call us on +971 4 313 2338.