

course profile

Intensive PR seminar Summer 2009

An intensive two-week seminar for PR professionals looking to refine, update and expand their skills to include all the latest strategic thinking, along with the tools and tactics required to engage key stakeholder groups including the media.



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PUBLIC RELATIONS TRAINING

Intensive PR seminar

An intensive two-week seminar for PR professionals looking to refine, update and expand their skills to include all the latest strategic thinking, along with the tools and tactics required to engage key stakeholder groups including the media. A top-level course delivered by senior trainers based on internationally recognised best practice.

Who should attend

Taking place at Pinnacle's London training centre, this course is designed for PR professionals with at least three years' experience, who want to learn from some of the most experienced international PR professionals in the business in order to enhance their profile and prospects – and those of their organisation.

What to expect

A course endorsed by IPRA (the International Public Relations Association) which is led by experienced international PR professionals, incorporating briefings, stimulating and interactive workshops, group discussion and senior guest speakers drawn from PR and the media, who share their insights and experiences.

Results

Delegates will gain advanced-level skills required to add real value to their organisation's presence and profile, as well as reinforcing their role as trusted communicators who enjoy the confidence of senior executives. They will be able to communicate with impact and flair through the use of all the latest strategic tools, techniques and channels.

Course content

- Effective presentation skills
- Developing PR strategy, including stakeholder engagement
- Planning & managing PR campaigns, including international campaigns
- Preparing spokespeople, including on-camera interviews
- Strategic media relations & journalist engagement
- PR 2.0 – future-proofing PR with Web 2.0 tools
- Crisis planning & management including crisis TV interviews
- Strategic event management including media events
- Writing for PR
- Influencing policy making through public affairs campaigns
- Corporate social responsibility
- Measurement & evaluation
- Guest speakers & workshops with experienced journalists
- Case studies & group learning



Booking form

Fax to: +44 207 250 4291
or book online at
www.pinnaclepr.net

Course details

Course title
Course start date

Delegate 1

Name Address
Job title
Organisation City
Telephone Country
Email Postcode

Delegate 2

Name Address
Job title
Organisation City
Telephone Country
Email Postcode

Delegate 3

Name Address
Job title
Organisation City
Telephone Country
Email Postcode

I accept the terms and conditions
Please send me your newsletter
Signed

Date



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PUBLIC RELATIONS TRAINING

Terms and conditions

1. GENERAL

These terms and conditions will be incorporated into all contracts between Pinnacle PR and the Client for the supply of the Training Services and/or the Training Materials set out in the Booking Form. If these terms and conditions are waived or altered in respect of any contract, this must be done in writing, signed on behalf of Pinnacle PR and they will be waived or altered in respect of that contract only and only to the extent necessary to give effect to that waiver or alteration.

These terms and conditions and the Booking Form (together "the Agreement") form the whole agreement between Pinnacle PR and the Client and shall not be removed or varied in any way except as agreed in writing and signed by Pinnacle PR. In the event of any conflict between the items specified in the Booking Form and these terms and conditions, then the items specified in the Booking Form as specified by Pinnacle PR shall take precedence.

These terms and conditions apply in preference to and supersede any terms and conditions referred to, offered or relied on by the Client whether in negotiations or at any stage in the dealings between the Client and Pinnacle PR with reference to the Training Services and/or the Training Materials to which the Agreement relates. By receiving the Training Services and/or the Training Materials, the Client acknowledges acceptance of these terms and conditions and the terms of the Agreement as a whole.

The following terms shall have the following meanings:

1. "Charges" means the charges for the Training Services set out in the Booking Form.
2. "Client" means the client identified in the Booking Form.
3. "Delegates" means the Client's staff who are to receive the Training Services as set out in the Booking Form.
4. "Intellectual Property Rights" means any and all vested, present, contingent and future copyrights, patents, inventions, know-how, utility models, trade marks, rights in designs, database rights, goodwill, rights of publicity or privacy, rights in software code, in each case whether registered or unregistered or the subject of a pending application for registration, all legal rights protecting the confidentiality of any information or materials in relation to all media and all other rights of a similar nature anywhere in the world together with all renewals, revivals and extensions of them and rights of action in respect of them however arising and the right to sue for past infringements, and the right to apply for, prosecute and obtain patent, design right, trade mark and other protection throughout the world or any invention claimed in any patent or patent application, including the right to claim priority.
5. "Pinnacle PR" means Pinnacle PR Ltd.
6. "Booking Form" means the booking form for Training Services accompanying these terms and conditions.
7. "Trainer" means the person delivering the Training Services.
8. "Training Materials" means without limitation any and all training materials, documents, work, artwork, design and any materials conceived, created, devised, developed and/or produced as a result of the performance by Pinnacle PR of the Training Services commissioned or which Pinnacle PR, its employees, sub-contractors and agents create, develop, produce and supply to the Client under the Agreement.
9. "Training Services" means the training services set out in the Booking Form.

2. CANCELLATION AND AMENDMENT

If the Client wishes to cancel the Training Services, cancellation must be given to Pinnacle PR in writing, and the following fees shall be due depending on the length of notice given to Pinnacle PR prior to commencement of the Training Services:

- 26 working days or more – no charge
- 25-11 working days – a fee equal to 50% of the Charges
- 10 working days or less – a fee equal to 100% of the Charges

A substitute Delegate(s) may be provided at no cost.

Pinnacle PR may cancel the Agreement without any further liability at any time before all of the Training Services are commenced or the Training Materials delivered by giving written notice to the Client.

Pinnacle PR reserves the right to change a Trainer in the event that a Trainer named in the Booking Form is unable to provide the Training Services.

Pinnacle PR may amend the programme, content or location without notice.

3. DELEGATES

3.1 Delegates shall act reasonably throughout the training. Pinnacle PR may remove a Delegate from a course, where, in the opinion of the Trainer, which shall be final, the Delegate is behaving unreasonably.

4. CHARGES AND PAYMENT

The Charges for Training Services stated in a Booking Form shall be due in advance of the Training Services unless otherwise agreed in writing.

The Client shall pay the Charges without deduction or set-off.

Sums due under this Agreement are exclusive of VAT which shall be payable by the Client.

In the event the Client fails to make payment in accordance with this Agreement, Pinnacle PR may:

- exclude a Delegate from a if cleared funds or proof of payment have not been received
- charge interest at a rate of 4% above the base rate of the Bank of England from the due date until the date of payment; and/or:
- by notice in writing suspend supply of the Training Services

5. ADVERTISING

5.1 Pinnacle PR may make reference to the Agreement within any proposal to further Clients, provided only fundamental facts are divulged and not proprietary and confidential information.

5.2 Pinnacle PR may store the names of the Delegates for the purpose of advising them of the availability of further courses in the future.

6. CONFIDENTIALITY

6.1 The parties shall treat as and keep confidential all information whether of a technical, commercial or any other nature relating to the other party and shall not, during the period of this Agreement, or at any time after its termination, divulge any such information to any person not authorised by the divulging party to receive it and shall not utilise any secret or confidential knowledge or information acquired in connection with this Agreement to the detriment or prejudice of the other party or use the same for any purposes save for the purposes of this Agreement.

7. INTELLECTUAL PROPERTY

7.1 Except as set out in the Booking Form or otherwise expressly agreed by the parties in writing, the Client acknowledges that Pinnacle PR is the sole owner of any and all Intellectual Property Rights in the Training Materials supplied under the Agreement and the Client shall execute any document necessary for Pinnacle PR to obtain, maintain and protect such rights.

7.2 The Client may use the Training Materials for its own internal reference, but may not distribute or disseminate the Training Materials to third parties who are not employees of the Client and accepts full responsibility for its use and interpretation of the Training Materials which are supplied without any guarantees, conditions or warranties.

8. HEALTH AND SAFETY

The parties shall comply with all applicable health and safety legislation and codes of practice.

9. INDEMNITY

The Client shall indemnify Pinnacle PR against any and all actions, costs, claims, damages, losses or demands made by third parties (including legal expenses and any compensation, costs or disbursements incurred by or paid to compromise or settle any action or claim) including, without limitation, all loss of profits, revenue, contracts and loss arising from loss or corruption of data which Pinnacle PR may suffer and howsoever arising from any breach by the Client, its employees or agents of any of the obligations under the Agreement or arising out of the use or exploitation of any Training Materials supplied and/or any act or omission by the Client, its employees or agents as a result of the Training Services except where the claim is due to the act or omission of Pinnacle PR.

10. FORCE MAJEURE

Neither party shall be responsible for any failure or delay in performance of its obligations under this Agreement (other than the obligation to make payments of money) due to any force majeure event including, Act of God, refusal of licence (other than as a result of any act or omission of Insight) or other Government act, fire explosion, embargo, terrorism, civil disturbance, accident, epidemics, lightning damage, electromagnetic interference, radio interference, strikes, industrial dispute, or any other cause beyond its reasonable control.

11. NON-SOLICITATION

The Client shall not during the term of this Agreement and for 6 months thereafter, entice or solicit for employment with it or any other entity any Trainer who has been engaged to provide the Training Services.

12. NOTICES

Any notice required to be given pursuant to the Agreement shall be given in writing and sent either by hand or by first class prepaid post to the other party at the address set out in the Booking Form or at such address as may be notified from time to time by the parties.

13. THIRD PARTIES

Third parties have no rights under the Contracts (Rights of Third Parties) Act 1999 or any amendment to or re-enactment of it to enforce any provision of this Agreement.

14. LAW

This Agreement shall be construed in accordance with English law and the English courts shall have exclusive jurisdiction.