

# PR and Communications Training



## Seminar 1:

# Effective Internal Communications

➔ Implementing and developing an internal communications plan that works

29th and 30th March 2010, Mercure Hotel, Auckland | 15th and 16th April 2010, Duxton Hotel, Wellington

## Seminar 2:

# Creating an Effective Strategic Communications Plan

➔ Using communications to achieve organisational goals

12th and 13th April 2010, Duxton Hotel, Wellington

## Seminar 3:

# Media Training for Senior Executives

➔ Using communications to achieve organisational goals

19th and 20th April 2010, Mercure Hotel, Auckland | 5th and 6th May 2010, Duxton Hotel, Wellington

## ➔ TRAINERS:



**Mariska  
Mannes**



**Rick  
Starr**



**Sally  
Raudon**



**Allan  
Botica**

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team and save!**  
- see back page

# Effective Internal Communications

Implementing and developing an internal communications plan that works

➔ 29th and 30th March 2010, Mercure Hotel, Auckland | 15th and 16th April 2010, Duxton Hotel, Wellington

## Day One

### Internal communications – What is it?

- Examine the differences between internal communications and external communications?
- Who are your stakeholders and internal customers?
- Exercise: How is internal communications perceived in your organisation – where does it fit?
- How is the internal communications function evolving

### Developing a strategy

- Why is an internal communications strategy important?
- Creating an all inclusive plan
- Ensuring communications has the right priority in your organisation
- What are they key messages and how do you wish to convey them?

### Selecting the mode - What is the best way to communicate effectively?

- What communications channels are available to internal communicators?
- Effective written communications
- Developing an intranet as an internal communications tool
- What are the pros and cons of each channel?
- Choosing the best for the right situation

### Implementing the strategy

- Communication
- Human Resource
- Timing
- Technology available to use

### Measuring and benchmarking success

- Measuring status quo
- Establishing desired outcomes

- Measurement tools – the communications audit
- Reporting and following up
- Securing buy in

### Aligning internal and external communications

### Communications and your organisations culture

- Information sharing of knowledge
- Commitment to effective communication
- Building and shaping culture through communication

## Day Two

### Internal branding

- Researching your internal brand
- Developing an internal brand
- What is the mission and vision of your company and how can you communicate this?
- Measuring up – how do employees view your branding?

### Employee engagement

- Fostering 2 way communications between employees and management
- Managing internal reputation
- Ensuring employee buy in

### Communicating change

- Relationships between change management and internal communications
- How do you communicate change in a challenging environment (i.e. restructuring)?
- How do internal communications add value in a change situation?
- Case study: Communicating Change
- Minimising uncertainties and increasing employee motivation
- Dealing with internal rumours effectively

### Cross cultural communications

- Communicating effectively in New Zealand's multicultural environment
- How to deliver a consistent message to employees across culture?
- Dealing with clash of cultural values & managing expectations and cultural sensitiveness

### New technology and internal communications

- Social media, blogs, wikis and networking
- Podcasting and video casting
- What does the future hold?

### Seminar wrap up, Q & A and group discussion

Trainer:  
**Mariska Mannes**



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Conferenz is proudly 100% New Zealand owned and operated, with a strong commitment to leadership in sustainable business practices, whether it comes to the community or the environment.

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Conferenz also supports the **Whakaangi Landcare Trust's** kiwi conservation in its establishment of a kiwi conservation area. Whakaangi is near Hihi in Northland and is home to the northernmost population of North Island Brown Kiwi.

**Seminar 2:****Creating an Effective Strategic Communications Plan**

Using communications to achieve organisational goals

➔ 12th and 13th April 2010, Duxton Hotel, Wellington

**Day One****8.30 Registration and Coffee****Developing an effective communications plan that fits your organisation's strategic plan**

- Understanding your corporate identity and establishing the goals
- Identifying target audiences and the necessary communication channels to reach them
- What should be included in your communications plan?
- Deciding on and incorporating the various communication channels
- Ensuring flexibility can be maintained
- Developing a communications plan to strengthen and protect your company's reputation

**Effectively identifying your target markets**

- Once you have established your goal, determine who the message should reach.
- Accurately defining your target audiences
- Consumer, business to business, and government audiences
- Understanding your full range of stakeholders
- Matching markets with the most suitable communication channels
- Using research to measure results: When, how and who?

**Determining the most effective communication channels**

- Deciding on the right communication channels for your plan
- Channels for getting the most bang for your advertising bucks: Print, TV, radio, cinema
- Mixing channels to reach your target audience
- Positioning against competition

**Coordinating your internal and external communications to improve awareness of your services**

The communication of information is the lifeblood of any organisation. Whether the

information is shared internally – or presented as a release externally, it is essential that all members of the executive team deliver a consistent and aligned message.

- Understanding the internal communications process
- Realising and raising an organisation's communication capacity
- Protecting the domain of the communications professional: Aligning the organisational message across executives within the organisation
- Improving the quality of service through effective internal communications

**Day Two****Measuring and evaluating the impact of your organisation's strategic communications plan**

Assessing your plan's effectiveness is critical for its continued success - evaluate your plan and revise it, if necessary. In this session, we focus on measures that can be used to evaluate the contribution of your Strategic Communications Plan to company objectives.

- Developing measurable objectives and establishing benchmarks
- Advertising Value Equivalents
- Using feedback, interviews, focus groups, surveys and e-surveys to offer evaluation possibilities beyond the media
- Ensuring that the information gathered results in better business decisions
- Measuring the impact of specific campaigns

**Building your corporate brand**

Effective branding is of critical strategic importance. The brand serves as a focus for consumer and customer loyalties and captures the promotional investment put into it.

- Understanding the value of brands and branding: corporate and not-for-profit
- Discovering a framework for developing and managing strong brands
- Learning how to develop and sustain the competitive advantage of your brand
- Assessing brand value

**Incorporating strategic public relations into your plan**

This session examines the strategic issues that lie behind successful public relations planning.

- Establishing a public relations strategy to support your marketing and corporate objectives
- Elevating the profile of public relations to 'reputation management' in your organisation
- How public relations activities can be aligned to the strategic objectives and cultures of your organisation
- Instant 'reputation killers' that impact negatively on the culture of an organisation
- Techniques for designing a public relations and communications campaign
- Techniques for using sponsorship to maximum effect

**Execution: Putting your plan to work**

A Strategic Communications Plan is a living document that can be modified and updated as systems change, projects are completed and goals evolve. Successful implementation will ensure that your plan will help to achieve company goals and objectives.

- Successful techniques for informing staff of the strategic communications plan
- How do you launch your company to a new audience?
- Preparing a comprehensive press kit
- Getting your timing right for implementing the plan

**Trainer:**  
**Rick Starr**

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# Media Training for Senior Executives

Effectively dealing with media attention

➔ 19th and 20th April 2010, Mercure Hotel, Auckland | 5th and 6th May 2010, Duxton Hotel, Wellington

## Day One

### Quiz and introduction

- Who's who in the media zoo
- Understanding newsroom language

### What makes news

- Newsworthiness
- Exploring some theories
- What makes a story run
- Making your story media friendly
- How to engage the media – proven methods and techniques

### Practical Exercise: Spot the news

- Reviewing newspapers and publications

### What's in a message?

- Making messaging matter
- Utilising messaging tools to great effect

### Getting your point across

- Talking about your organisation, role and your issue
- Talking to different audiences
- Don't just write it, say it aloud

### Practical Exercise: From blah to aha!

- Spotting news nuggets in media releases

### Preparing for an interview

- The interview as contract: Your rights and responsibilities, and theirs
- Developing your PATCH
- Owning the interview by finding the 3 C's - Comfort, credibility and control
- What NOT to do

### Practical Exercise: Effective messaging

- Staying on message

### Becoming a source

- Know thy journalist
- "It's the relationship, dummy"
- Active calling
- Four aspects of the valued relationship
- Context, confirmation and comment
- Feedback
- Gossip
- Whistle-blowing

### Setting boundaries

- Are you ever 'Off the record?'
- Considering tempting pitfalls like "Not for publication" and "Not for attribution"
- Journalists' relationship with sources – what they're looking for
- What "No comment" really means, and how it will be reported

### Practical Exercise: Case study interviews

- Interview scenarios

## When – and wow to turn them down

- Should you refuse an opportunity?
- What happens next – to you and to them?

## Setting the scene

- Looking the part
- What not to wear
- Where to be interviewed

## Tips and troubleshooting tools of the trade

- Microphones
- Video cameras
- Shorthand pads
- Tape-recorders
- Still cameras
- The "Spray & Wipe" test

## Day Two

### Getting quoted: How to stack the odds in your favour

- Giving answers that sparkle
- Creating a word picture - examples which always work
- Bites and grabs – what they are and how to use them

### Practical Exercise: Quotable answers

### Issues management 101: Handling media attention during...

- Redundancies
- Financial troubles
- Inappropriate staff behaviour
- Customer complaints
- The Fair Go syndrome
- Scoring "own goals"
- Knowing the opposition

### How to answer the question AND deliver your message in a hostile interview

- Basic bridge-building tools

### Practical Exercise: Building bridges in tough interview

### Media ethics

- Rules reporters live by
- "The whole truth and nothing but" from different sides of the coin
- What to say when you do have something to hide
- The consequences of lying
- Case study: Steve Wozniak vs. the New Zealand Herald

### Legal Matters: An overview of your options

- Defamation
- Fair comment
- Press Council

- Advertising Standards Authority
- Copyright

### The radio interview

- How to speak for radio
- "It ain't what you say, it's the way and how you say it"
- Managing pre-recorded and live interviews

### Practical Exercise: Simulated radio interviews

### Putting yourself in the picture

- Improving your visual appeal
- Body language, glasses, chins, eyes, hands, accessories

### TV Interviews

- How to prepare
- How to sit
- How to look
- "Play it again, Sam" – the extended shelf life of TV interviews

### Practical Exercise: Simulated TV interviews

### Feeling the fear and doing it anyway

- Keeping adrenalin in its proper place
- Maintaining your composure in a high pressure environment
- Tips to make it easier on yourself

### Practical exercise: The tough interview

### The media storm

- 12: The critical number of hours
- Making the most of your allies
- Essential toolkits – practical considerations
- Common traps and pitfalls

### Professional Resources

- Keeping your skills up-to-date

**Trainers:**  
Sally Raudon,  
Allan Botica



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\*off the full price

# PR and Communications Training

## Creating an Effective Strategic Communications Plan

DATES TBC 2009, Museum Hotel, Wellington

Effective communication is critical to your organisation's success. Many corporate and government organisations are excellent at taking action, but less confident about communicating with their various audiences. A Strategic Communications Plan helps by organising your communications with a written blueprint for actions and activities: what, how, when, where, and to whom you should be communicating.

When properly done, strategic communications planning takes into account all aspects of your organisation's public image. It provides criteria for making day-to-day decisions about communications, and a template against which all such decisions can be evaluated. This leads to greater focus and effectiveness.

The plan starts with a clear set of communication objectives. It explains in detail which audiences you wish to reach, what (and perhaps what not) to communicate, the time frame for carrying out these actions, media to be used, and how much each step will cost. It also includes plans for evaluation, so results can be measured and improvements made in the future.

Writing a Strategic Communications Plan can be daunting. Working sessions within this seminar will help you to develop a framework for a clear plan and approach. This will help your organisation to achieve its goals more effectively, by successfully promoting the identity and services of your firm.

### Key Learning Objectives:

- Attending this seminar will help you to:
- Clarify what you want to communicate

- Choose your intended audience by identifying the best opportunities
- Determine which media will provide you with the best chance of reaching your audience
- Craft your message to heighten its impact and produce maximum results
- Develop effective strategies for measuring each element of your total communications plan
- Establish timelines for the implementation of your communications plan
- Review your communications plan for future success

## Effective Internal Communications

12th and 13th April 2010, Wellington  
22nd and 23rd March 2010, Auckland

Your staff are your organisation's most important assets – but do you communicate with them as well as you do your customers?

Effective Internal Communications is an in depth, two day training seminar which is designed to give communicators an applied understanding of what it takes to create and implement a successful internal communications strategy.

### Key Learning Objectives:

- Gain an in depth understanding of internal communications and its importance to your organisation
- Develop an effective internal communications strategy
- Measure and bench mark the success of your internal communications
- Gain an understanding of the various communications channels available to your team
- Use technology to enhance your internal communications

## Media Training for Senior Executives

5th and 6th May 2010, Wellington  
12th and 13th April 2010, Auckland

So you're about to give a media interview. Just relax and be yourself. Be your most entertaining, most truthful, smartest self. And don't say anything rash. Simple advice, but it's easier said than done.

Few people relish giving media interviews. Preparation – and dealing with the consequences – can be devastating for you and your organisation. It's easy to be wiser after the event, as you recall and reflect on what you wish you hadn't said, think of a really good answer to the tough questions or imagine yourself delivering a truly memorable line. But it would be too late by then. And can you afford to make those mistakes?

Journalists have their own rules. It's imperative that you know just what they are. And you need to discover what each journalist wants and learn how to work with them for a desirable outcome. If you are seeking to be more media savvy and prepare yourself for media interviews Media Training for Senior Executives is the right course for you. You will emerge from the course with a range of skills that will give you the confidence to get the right message across and be a terrific interview subject. To enhance your learning experience, the course has been designed to actively engage you in practical and simulated exercises to increase your ability to apply the skills you've learned immediately. Hopefully you may even be able to relax a little, and be yourself when the time comes for you to face the media!

## TRAINERS:



### Mariska Mannes

Mariska Mannes is the Director of Deliquo Communication and believes her clients deserve the best and works with them to produce communication programmes clearly focused for today's dynamic, evolving and ethnically diverse workplace.

Mariska holds a Masters of Management in Communication Management which she completed after returning to NZ after 10 years of travel. Her main focus throughout her studies was cross cultural communication. She is passionate about improving cross cultural and internal communications in NZ and helping employers and employees find the positives of working in diverse team.

She believes that clear communication is the cornerstone of a successful organization and works with you to make your communication more than just talk.



### Rick Starr

Rick Starr BA (Rochester), MBA (Columbia)  
Rick Starr has spent his career in marketing management. He has experience in consumer goods as a hands-on brand manager at Johnson Wax and Procter & Gamble, in business-to-business marketing for banking equipment and printing, and as a consultant to New Zealand and American companies.

Rick shares his experience with managers studying in the Executive Programmes at the University of Auckland Business School, where he is an entertaining and highly-rated Senior Lecturer in the Department of Marketing. He co-authored the Instructor's Edition of Philip Kotler's Principles of Marketing, and is a frequent television commentator on marketing issues. Rick most recently appeared in a TV3 Inside New Zealand documentary on retailing and customer buying habits. Rick moved to Auckland in 1995, and quickly started Rick Starr & Company Ltd. to offer marketing consultancy and market research services. In this role he has

had the opportunity to work with leading New Zealand corporations, SME's, and government organisations. His firm specialises in leading-edge approaches, and is using the brand name Visual Research for proprietary new techniques.

Rick's particular areas of expertise include marketing planning, branding and corporate communications, new product development, marketing effectiveness tracking, ethnography, and value analysis.



### Sally Raudon

Sally is a director and consultant at Botica Butler Raudon Partners, a public relations firm that boasts a wide client portfolio, undertaking challenging and highly specialised work spanning high technology, biotech, capital raising, litigation support and entrepreneurial start-ups.

Sally is a regular media trainer for corporates and individuals - and is the on-call media strategist for some of New Zealand's highest profile newsmakers.

Sally regularly presents on new media trends and how to adapt public relations to meet them, and also coaches people on thriving in a media crisis.



### Allan Botica

Dr. Allan Botica is Senior Counsel at Botica Butler Raudon Partners.

A specialist in rapidly growing and fast changing sectors of the economy, Allan counsels a wide range of well-known clients on complex communications issues, ranging in focus from capital markets, litigation and finance to information technology, biotechnology and economic development.

**Train your team and gain huge savings - train 2 and save \$500, train 3 and save \$1000**

## Effective Internal Communications

## Creating an Effective Strategic Communications Plan

## Media Training for Senior Executives



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Media Training for Senior Executives	\$1895 plus GST SAVE \$100 (1 March 2010*)	\$1995 plus GST (1 Mar 2010*)

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