



Nigerian Institute of Public Relations

Professionalism & Excellence

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www.nipr-ng.org

2012 TRAINING PROGRAMME & COURSE OUTLINE

DATE	VENUE	COURSE TITLE	COURSE CONTENTS	TARGET PARTICIPANTS
May 28-31 2012	Hamdala Hotel, Kaduna	PRESENTATION AND PUBLIC SPEAKING SKILLS FOR PR AND OTHER CORPORATE EXECUTIVES EFFECTIVE PUBLIC RELATIONS WRITING PROGRAMME	<ul style="list-style-type: none"> ✓ Mastering the art of public speaking ✓ Managing the voice, body language and stage fright ✓ Attracting and maintaining the audience's attention ✓ Visual aids management ✓ The questions and answers session ✓ Practical classes, etc <ul style="list-style-type: none"> ✓ Mastering the art of writing ✓ How to sharpen writing and editing skills ✓ Sharpening your reasoning and analytical skills ✓ Writing tips for articles, journals, corporate booklets, etc ✓ Selecting great digital graphic designers and printers: the guidelines of the masters ✓ Practical classes, etc 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.
June 18-21 2012	Chesbury Hotel, Wuse Zone 4, Abuja	LEADERSHIP AND MANAGEMENT SKILLS STRATEGIES FOR 2012/2013: EFFECTIVE CORPORATE COMMUNICATION STRATEGIES	<ul style="list-style-type: none"> ✓ Role of public relations in management ✓ Leadership versus management ✓ Benchmarking and continuous improvement ✓ Emotional intelligence for leaders ✓ Speech presentation skills, etc <ul style="list-style-type: none"> ✓ Evaluating 2011/2012 programmes and activities ✓ Public relations objectives and strategies for 2012/2013 ✓ Winning management and staff support for PR programmes ✓ Restructuring PR for peak performance ✓ The facilities and equipment for peak performance, etc 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.

REGISTRATION FEE FOR ALL WORKSHOPS: N55,000.00 PER PARTICIPANT

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July 10-13 2012	Sasun Hotel, Ordinance Road, Trans Amadi, Port Harcourt.	RAISING THE BAR OF CORPORATE PERFORMANCE THROUGH GOVERNMENT RELATIONS AND PARLIAMENTARY LIAISON ACHIEVING AN EFFECTIVE SYNERGY BETWEEN MARKETING AND PUBLIC RELATIONS	<ul style="list-style-type: none"> ✓ Understanding the political environment ✓ Understanding parliamentary procedures ✓ Building the contacts and managing the network ✓ Winning management support for government relations ✓ Lobbying: the misunderstood effective PR arsenal, etc. <ul style="list-style-type: none"> ✓ Marketing and public relations synergy: an overview ✓ The role of PR in corporate marketing activities ✓ New trends in integrated marketing communications ✓ Strategies for achieving customer delight ✓ Understanding marketing and advertising issues, etc. 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.
August 14-17 2012	Chesbury Hotel, Wuse Zone 4, Abuja.	COMMUNITY RELATIONS AND CORPORATE RESPONSIBILITY(CSR) PLANNING PUBLIC RELATIONS PROGRAMME	<ul style="list-style-type: none"> ✓ The community, community relations and partnership ✓ The new thinking in corporate social responsibility (CSR) ✓ CSR: how to give out while others give away ✓ Winning management support for community relations and corporate social responsibility ✓ Modern techniques in overcoming stakeholder restiveness, etc <ul style="list-style-type: none"> ✓ PR - Issues, trends & programme ✓ Getting management support for PR programme ✓ Steps in PR programmes (research, objectives, public media, budgeting & evaluation) ✓ Monitoring and evaluating PR programmes ✓ Effective media planning ✓ Practical classes, etc 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.

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August 28-31 2012	Zaranda Hotel, Bauchi	ENHANCING CORPORATE PROFITABILITY THROUGH STRATEGIC PUBLIC RELATIONS PRACTICE DEVELOPING A CORPORATE COMMUNICATION POLICY	<ul style="list-style-type: none"> ✓ Understanding the business environment ✓ Application of PR strategies in business operation ✓ Strategies for low and high profile PR ✓ Corporate identity and reputation management ✓ Customer relations and customer service ✓ Aiding profitability through internal communication, etc. <ul style="list-style-type: none"> ✓ How to develop a corporate communication policy ✓ Information policy for crisis management ✓ Communication policy for the media, community, customers, employees and other stakeholders ✓ Reviewing, monitoring and evaluating the policy Practical classes, etc. 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.
October 9-12 2012	Burgeon Hills, Hotel, Behind Police HQ, GRA, Enugu	LEVERAGING THE GLOBAL DIMENSION OF PUBLIC RELATIONS FOR CORPORATE RELEVANCE COMMUNITY RELATIONS AND CORPORATE RESPONSIBILITY(CSR)	<ul style="list-style-type: none"> ✓ Globalisation and PR practice ✓ Benchmarking your practice against global standards ✓ Conducting corporate SWOT analysis ✓ Global networking through the ICT ✓ Global PR, marketing and advertising practices, etc. <ul style="list-style-type: none"> ✓ The community, community relations and partnership ✓ The new thinking in corporate social responsibility (CSR) ✓ CSR: how to give out while others give away ✓ Winning management support for community relations and corporate social responsibility ✓ Modern techniques in overcoming stakeholder restiveness, etc 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.
November 13-16 2012	Excellence Hotel, Ogba, Ikeja, Lagos	ENHANCING CORPORATE PROFITABILITY THROUGH STRATEGIC PUBLIC RELATIONS PRACTICE EFFECTIVE PUBLIC RELATIONS WRITING PROGRAMME	<ul style="list-style-type: none"> ✓ Understanding the business environment ✓ Application of PR strategies in business operation ✓ Strategies for low and high profile PR ✓ Corporate identity and reputation management ✓ Customer relations and customer service ✓ Aiding profitability through internal communication, etc. <ul style="list-style-type: none"> ✓ Mastering the art of writing ✓ How to sharpen writing and editing skills ✓ Sharpening your reasoning and analytical skills ✓ Writing tips for articles, journals, corporate booklets, etc ✓ Selecting great digital graphic designers and printers: the guidelines of the masters ✓ Practical classes, etc. 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.

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December 4-7 2012	Doris Hotel, IBB Way, Calabar	COST EFFECTIVE STRATEGIES IN THE USE OF MULTIMEDIA: WEBSITE, SOCIAL MEDIA AND MASS MEDIA BUILDING A GREAT INTERNAL PARTNERSHIP THROUGH PUBLIC RELATIONS	<ul style="list-style-type: none"> ✓ An overview of the use of multimedia in corporate PR ✓ Best practices in website management ✓ The social media and PR: facebook, twitter, blog, etc ✓ Traditional media, private media and mass media ✓ Effective media planning for corporate promotion, etc <ul style="list-style-type: none"> ✓ Introduction to internal PR ✓ How to make employees buy into their organisation ✓ Essentials of employee relations ✓ Strategies for staff PR orientation ✓ Team building and mentoring, etc 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.
December 18-21 2012	Excellence Hotel, Ogba, Ikeja, Lagos	GLOBAL BEST PRACTICES IN EVENTS MANAGEMENT GLOBAL BEST PRACTICES IN PROTOCOL MANAGEMENT	<ul style="list-style-type: none"> ✓ An overview of global best practices in events management ✓ Best practices in compering events ✓ Generating special events ideas ✓ Media plan for special ideas ✓ Financial management and sponsorship issues ✓ Choice and management of venue, etc <ul style="list-style-type: none"> ✓ Protocol management: an overview ✓ Events management: Handling rehearsals and practices ✓ Handling printed materials for events ✓ Travels, accommodation and guest management ✓ Speaking skills for events managers ✓ The contingency plan, etc 	Public relations executives, Corporate affairs managers, PR Managers, Directors and other PR practitioners.

REGISTRATION FEE FOR ALL WORKSHOPS: N55,000.00 PER PARTICIPANT

Registration fee for all workshops: covers lectures, materials, lunch, tea break, workshop bag and certificate of attendance.
The entire training programme and other NIPR approved joint workshops are posted on our website (www.nipr-ng.org) for authenticity and verification.

NIPR has the capacity to design and offer a wide range of tailor-made in-house courses and other management development programmes.

Please for further details contact: **The Registrar, Nigerian Institute of Public Relations:**
National Secretariat, 28, Ajanaku Street, Opebi, P.O.Box 20048, Ikeja, Lagos.
or **National Training Coordinator, Dr. Andee Ihome, FNIPR:** 08023546336 & 08037035242

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