



# "دليل شامل لتحسين العلاقات العامة والاتيكيت في الوطن العربي: خطوات لتحقيق النجاح"

**Duration:** 5 Days

**Language:** ar

**Course Code:** IND15-105

## Objective

:Upon completion of this course, participants will be able to

- Understand the importance of managing public relations and etiquette within an organisation.
- Recognise the consequences of poor public relations management and etiquette.
- Comprehend the concepts, principles and standards of public relations and etiquette.
  - Explore how etiquette standards vary between cultures and regions and how to accommodate these when interacting with international clients or professionals.
  - Represent the organisation at various functions and build relationships and respect from others within the field.
- Meet with important guests and clients and conduct oneself properly and respectfully.

## Audience

This course is designed for anyone responsible for managing public relations. It would be most beneficial for:

- Social Media Managers

- PR Professionals
- Business Owners
- Senior Executives
- Marketing Managers
- Event Coordination Officers
- Communications Directors

## Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies of established organisations to investigate their approach to public relations, highlight how these are effective, and identify areas for improvement.

The participants will be provided with all the necessary tools to partake in the learning methods which include seminars, open discussions, role-playing and individual activities. This combination of learning methods guarantee that the participants can develop a full and comprehensive understanding of the taught content, and demonstrate any related practical skills.

## Summary

Within any type of organisation, a strong focus will always be on managing public relations and etiquette. Public relations manage the organisation's public opinion and help maintain a positive reputation, which leads to greater support from clients and other organisations..

There are many methods of managing public relations, and in the modern world, this is primarily done through social media. Social media platforms have opened up worldwide opportunities for engaging with the public regarding different topics. Communicating with various audiences is ideal for building personal relationships and gaining trust.

However, in public relations, etiquette is essential to maintaining professional relationships. All high-ranking individuals within organisations respect etiquette, and utilising good manners and etiquette is a valuable method of showing and receiving respect.

# Course Content & Outline

## Section 1: Introduction to Etiquette and Protocol

- Defining etiquette and protocol, as well as its necessity and importance within a business setting.
- Understanding how correct etiquette can influence external perceptions of the organisation.
- Exploring concepts and principles of etiquette and how these can vary depending on culture or global region.
- Assessing how to accommodate different types of people and meet all expectations.

## Section 2: Managing Relationships

- Utilising etiquette and protocol to gain a reputation among clients, businesses, and other professionals.
  - Identifying key behaviours that help earn respect – greetings, handshakes, introductions and more.
  - Assessing people's personality types and how that influences the way they communicate.
- Adjusting body language and verbal language depending on the person or audience.
  - The importance of physical gestures – event invitations and gifts.

## Section 3: Hosting Events

- The key stages of hosting an event – planning, feasibility study, designing, financing, and managing.
  - Create a guest list and invite those who can benefit the organisation.
  - Utilising dinners, parties, and other formal events as a networking method.
    - Representing the organisation with confidence and pride.
- Staying true to the organisation's image and values to gain support and increase reputation.
  - Common mistakes to avoid while hosting professional events.

## Section 4: Dealing with Media

- How the new age of technology has evolved PR standards.
- Communicating directly with clients and other businesses through social media.
  - Engaging in open discussions while maintaining organisational values.
  - Acknowledging miscommunication and mistakes and making amends when appropriate.
    - Facing confrontation with professionalism and confidence.
    - Answering questions and accepting constructive feedback.

## Section 5: Crisis Management

- Assessing risks to various aspects of the organisation and measuring their potential impact on public relations.
- Identifying circumstances of crisis as soon as possible to allow maximum recovery time.
  - Evaluating reputation damage and strategising on how best to proceed.
    - Utilising various channels to minimise damage.
- Understanding the necessity of accepting accountability and making genuine amends to resolve issues.

## Certificate Description

Holistique Training. عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكمرون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

## Categories

خدمة العملاء والعلاقات العامة، الترفيه والضيافة والرياضة، الأغذية والمشروبات

## Related Articles

### **How to Create a Successful PR Campaign: Tips and Best Practices**

Learn essential PR principles, from objectives and strategies to measuring success. Discover the importance of PR campaigns, whether you're a small startup or a large corporation. Gain insights on how to create impactful campaigns, tips for success, and decide if a PR agency is .right for your business

### **YouTube Video**

<https://www.youtube.com/embed/NaI901RoJWc?si=7ghSY2lvunROXyks>