



ICCO

INTERNATIONAL
COMMUNICATIONS
CONSULTANCY
ORGANISATION

ICCO Training

September 2017 - August 2018

INTRODUCTORY

INTERMEDIATE

ADVANCED

PERSONAL SKILLS

ICCO GLOBAL DIPLOMA

ICCO now offers an all-encompassing array of online courses, suitable for PR and communications practitioners at every level. With a structured programme of professionally accredited courses including the ICCO Global Diploma, individuals can advance their careers, and raise standards within the profession, all from the convenience of their home or office.

Our trainers are senior practitioners with vast experience, allowing them to offer invaluable advice.

There is something for everyone in this brochure, regardless of what stage you are at in your career, or the country you live and work in. We're sure you'll enjoy reading it!

Francis Ingham MPRCA
Chief Executive, ICCO



THREE POINT QUALITY PROMISE:

1. Trainers will be marked out of 10 by attendees on categories including: trainer knowledge, the content of the course, relevance of the case studies, and the overall experience of attending a session.
2. If any trainer scores below 8/10 twice in a year, the trainer's approved status will be reviewed.
3. The attendee will receive a free webinar course if they are not satisfied by the learning outcomes of the training – based on the course not meeting the description on the our website and training brochure.

We are the only training provider to offer such a bold guarantee, and it reflects the confidence we have in our offering. Read what our trainers say about their training style at www.prcapr.org.uk/training/meet-the-trainers.

Visit www.iccopr.com/training or email training@iccopr.com

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WELCOME TO ICCO TRAINING

WHO WE ARE

As part of its commitment to promoting all aspects of the PR and communications industry, ICCO has partnered with the Public Relations and Communications Association (PRCA) in the United Kingdom to develop an extensive programme of training courses, helping teams and individuals maximise the value they deliver to clients and organisations. With over 40 live and recorded online courses now on offer, there is a training course suitable for those in every corner of the industry – whatever the stage of your career. You have the option of joining our live online webinars where you can interact with our trainers, or purchase recordings. All of our courses have a practical focus, meaning the skills, techniques, and best practice taught in our sessions can be used with immediate effect upon returning to work.

WHAT WE OFFER

Online Training - For those limited by distance or cost, we have a series of interactive 90 minute 'webinars'. Delegates attend these sessions live online in a virtual version of a face-to-face training course.

ICCO Global Diploma - This qualification has been designed to help give you and your staff a clear and structured programme of professional development to help you progress no matter what the current level within the organisation.

CPD Programme - With each course, you can rack up points towards the first global CPD programme for the PR and communications industry, whilst building skills and widening knowledge.

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ONLINE TRAINING

ICCO and PRCA offer 46 interactive webinars: training sessions that give delegates the opportunity to interact live with the trainer online. All courses, can also be purchased as recordings for flexibility and convenience.



Interactive

View trainer presentations, ask questions via a live chatbox and receive feedback in real time.

Convenient

Access from any computer with an internet connection and train from home or the office.

Cost

Train for less than a third of the cost of a face-to-face course with minimal time away from work.

Concise

The format gives a bite-sized introduction to a variety of relevant topics.

Ongoing Availability

Review and reinforce what you have learned by purchasing recordings of your favourite training sessions.

Visit www.iccopr.com/training or email training@iccopr.com



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ICCO Global Diploma in PR and Communications

The ICCO Global Diploma in PR and Communications is a first of its kind, using our worldwide knowledge and expertise to strengthen and sustain ethics within the industry, whilst helping to advance one's career at an international level. This qualification will give you that advantage as well as tools to enhance your career as specialisms within the industry transform and the industry continues to develop.

- Developed using PRCA accredited training courses
 - All online and easily accessible
 - Courses run by industry leaders and experts
- 25 courses to choose from across a range of disciplines
 - Interactive, concise and convenient
 - 18 months to complete the qualification

The qualification covers training in Campaign Management, Winning New Business, Writing Skills, Digital and Social, People and Performance Management and Crisis Management.

ICCO Member: €1,900 / Non-member: €2,400



PRCA CONTINUOUS PROFESSIONAL DEVELOPMENT PROGRAMME

CPD is a recognised part of good professional practice. It is the process by which practitioners build skills and deepen knowledge. It is a structured way of continuously reviewing competencies: seeking out best practice, acquiring new tools, techniques and theories, and sharing knowledge.

ICCO and PRCA are committed to creating a culture of CPD across the global PR and communications industry. The PRCA has developed PRCA CPD as an easy-to-use online platform that encourages users to take control of their development, maintain their edge, and build their careers.

The PRCA CPD Programme is open to all employers, all membership bodies, and all training providers. It aims to put CPD within the reach of all PR and communications practitioners. The PRCA CPD Programme is **free**, removing any barriers to professionalism.

To successfully complete the programme each year, users must log at least 160 development points annually.

CPD points – **all of our training courses contribute towards your CPD**. You'll find the number of CPD points they're associated with alongside the course description.

Webinars 10



HOW THIS BROCHURE WORKS

Courses are arranged by subject and fall into four levels:

Introductory Courses – Designed for those who have just started out in PR and communications.

Intermediate Courses – Designed for those who already have a good grounding in fundamental PR and communications skills and processes, and would like to hone their skills and advance their careers.

Advanced Courses – Designed for those at management level. Helping to improve teams and performance.

Personal Skills – Designed to improve interpersonal skills. They are not specific to job level or role.

Symbols:

CPD Points **10**



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KEY SKILLS



Sustainability for PR and Communications Professionals

Introductory 10 NEW

Communications professionals and agencies are increasingly tasked with communicating about sustainability-related issues. This webinar will help you to get a better grasp on how to do it well.

Online 9th October, 2017 • 30th July, 2018

Member €70 **Non-member** €85

Trainer: Betsy Reed CMPRCA • 90 minutes

Mental Health Awareness

Introductory 10 NEW

The care and support you provide for members of your organisation is essential to ensuring, the wellbeing, happiness, and productivity that is needed for your company's growth and stability.

Online 25th September, 2017 • 25th January, 2018 • 15th May, 2018

Member €70 **Non-member** €85

Trainer: Bertille Calinaud MPRCA • 90 minutes

Get Ready for GDPR

Introductory 10 NEW

The EU's General Data Protection Regulation (GDPR) comes into effect in 2018, and its implications for PR and marketing communications practitioners is significant and far-reaching. It will change the way your business can collect, use and transfer personal data. Our webinar walks you through everything you need to know.

Online 26th October, 2017

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

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Ethics in PR and Communications

Intermediate 10

This webinar aims to create a wider understanding between the obligations surrounding PR and legal responsibilities in order to raise awareness and make the importance of these commitments far more transparent.

Online 28th September, 2017 • 31st January, 2018 • 3rd May, 2018
15th June, 2018

Member €70 **Non-member** €85

Trainer: Claire Walker FPRCA • 90 minutes

Cultural Awareness

Intermediate 10 NEW

Have you ever seen an advert and thought, “What were they thinking?” Can you think of an example of one that you thought was particularly good? What if we told you that appearances can be deceiving? When producing creative material, brands need to make sure that they are in tune with the target market, down to the tiniest details. Things one culture may find ‘odd’ or ‘off-putting’ could be the key to succeeding in another country. Join us to gain the insight you need to launch your global campaigns.

Online 8th November, 2017 • 12th March, 2018

Member €70 **Non-member** €85

Trainer: Mélanie Chevalier MPRCA • 90 minutes

Measuring and Evaluating PR

Intermediate 10

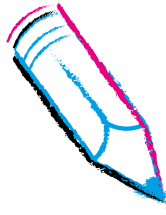
This session will explore the new and improved methods of measurement and evaluation, gaining an overview of the latest thinking in evaluation, how to apply it to your campaigns, and how to make it part of your management.

Online 6th October, 2017 • 13th April, 2018 • 7th August, 2018

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minute

WRITING



Getting to Grips with Grammar

Introductory 10

The production of high-quality work has a heavy reliance on professionalism and attention to detail in written communications. This webinar provides you with the opportunity to refresh your writing skills in a practical and comprehensive class.

Online 18th September, 2017 • 4th December, 2017 • 17th April, 2018 •
31st July, 2018

Member €70 Non-member €85

Trainer: Emma Ewing MPRCA • 90 minutes

Introduction to Writing for PR and Communications

Introductory 10

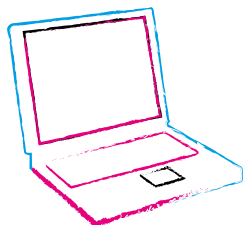
The role of a PR and communications practitioner is reliant on their ability to write for different mediums, adapting to suit different audiences, and appropriating creativity. This webinar has proven essential to providing the necessary skills and techniques for improving and adapting your writing skills.

Online 18th September, 2017 • 13th December, 2017 • 17th April, 2018 •
31st July, 2018

Member €70 Non-member €85

Trainer: Emma Ewing MPRCA • 90 minutes

DIGITAL



Digital Landscape for PR and Communications

Introductory 10

The evolutionary nature of the internet and technology means that it is often difficult to keep up with its ever-shifting dynamics. This webinar is indispensable for learning how to adapt to the demands of internet consumers by mastering the use of digital platforms and web resources as information providers.

Online 26th October, 2017 • 6th November, 2017 • 20th April, 2018 • 14th July, 2018

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

Harnessing the Power of Twitter for PR and Communications

Introductory 10

There has undoubtedly been a rise in the power of Twitter and the opportunity it presents to PR and communications professionals. This webinar will explore the means for leveraging Twitter and manipulating it to your goals for maximum exposure.

Online 19th September, 2017 • 6th November, 2017 • 23rd July, 2018 • 22nd August, 2018

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

How to Create an Effective Blog

Introductory 10

With over 250 million public blogs on the web, how can you best drive traffic to your website to increase your SEO and develop better customer relationships? This webinar will walk you through the best blog practices to make yours effective in its layout and content to increase participation and interaction with your target audience.

Online 19th September, 2017 • 10th April, 2018 • 25th July, 2018

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

Introductory Google Analytics for PR NEW

Introductory 10

With today's access to advanced technology, the PR and communications industry must keep up with the data pace. Although dealing with numbers and statistics is a relatively new practice for PR specialists, it's now part of the requirement to access and analyse public relations ROI. This session is essential for PR practitioners to gain an overview of this valuable and free tool.

Online 31st October, 2017 • 4th January, 2018 • 18th July, 2018

Member €70 **Non-member** €85

Trainer: Chris Lee MPRCA • 90 minutes

Using Video in Social Media for PR and Communications

Intermediate 10

In a multimedia world, the best method of engaging your audiences on social media is through the integration of audio-visuals. This seminar will teach you how to use video as a key tactic for a specific activity or to form part of a long term communications plan.

Online 28th September, 2017 • 11th January, 2018 • 14th March, 2018 • 7th June, 2018

Member €70 **Non-member** €85

Trainer: Russell Goldsmith MPRCA • 90 minutes

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Instagram for PR Campaigns **NEW** Intermediate **10**

Since the evolution of digital PR and its need to tap every social media forum to increase its outreach, Instagram has earned attention as a way to market brands. With its emerging popularity, Instagram has been immensely successful in positioning itself as the visual branding tool of choice for businesses today. This webinar is designed to demonstrate the platform's value and how it can be adopted into your digital strategy.

Online 17th November, 2017 • 5th July, 2018

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

Snapchat for PR Campaigns **NEW** Intermediate **10**

PR and communications practitioners need new channels of communication to engage effectively with target audiences. This webinar will take you through the process of integrating Snapchat into your digital strategy in order to connect with consumers who are taking in information more visually than ever before.

Online 29th September, 2017 • 17th May, 2018

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

The Power of Pinning: Pinterest Hacks for PR and Communications Practitioners

Intermediate 10

Pinterest may be relatively young in comparison to Facebook or Twitter but its user base boasts over 100 million active users, which means there's huge potential for attracting new clients and engaging with existing clients. This webinar is led by a Pinterest super-user (600k followers) and is perfect for augmenting your company's presence, website, and traffic sales.

Online 22nd November, 2017 • 21st February, 2018 • 23rd May, 2018 • 9th August, 2018

Member €70 **Non-member** €85

Trainer: Natalie Hughes MPRCA • 90 minutes

How does SEO Work? A Guide for PR and Communications Practitioners

Intermediate 10

This webinar provides a detailed and practical examination of what factors have an influence on search result rankings and how SEO techniques can be realistically incorporated into a PR and communications schedule.

Online 23rd November, 2017 • 22nd February, 2018 • 24th May, 2018 • 1st August, 2018

Member €70 **Non-member** €85

Trainer: Andrew Smith MPRCA • 90 minutes

Understanding Search in a Social Media World

Intermediate 10

The internet is saturated with information and it is essential to understand how to amplify your content reach, increase your visibility online, and drive additional traffic to your website or network. This webinar will provide you with the tools you need to reach out to your relevant audience, amplify network reach, and increase your social rankings.

Online 11th September, 2017 • 14th December, 2017 • 18th April, 2018 • 14th August, 2018

Member €70 **Non-member** €85

Trainer: Katie King CMPRCA • 90 minutes

Creating and Curating Compelling Content for Social Media

Intermediate 10

This webinar will provide you with comprehensive knowledge on how to address each major social media platform with theory supported by new case studies, enabling you to get the best out of your social media activity.

Online 20th October, 2017 • 23rd January, 2018 • 17th April, 2018 • 7th August, 2018

Member €70 **Non-member** €85

Trainer: Katie King CMPRCA • 90 minutes

Generating Sales with Social Media

Intermediate 10

As digital technology continues to evolve, successful digital transformation requires careful collaboration, thoughtful planning, and adaptability. As customers can interact with your business anywhere and everywhere, the experience must be consistent and positive. This session will show you how to achieve this.

Online 19th October, 2017 • 25th January, 2018 • 5th April, 2018 • 17th July, 2018

Member €70 **Non-member** €85

Trainer: Katie King CMPRCA • 90 minutes

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Supercharge PR and Communications Campaigns for LinkedIn Intermediate 10

With over 101 million members, LinkedIn is a formidable social media site. Add into the mix that 69 of the Fortune 100 companies have a corporate page and it is easy to understand why LinkedIn can be a powerful tool in PR campaigns, particularly B2B. This session will show you to use LinkedIn to the best of its ability.

Online 9th November, 2017 • 7th February, 2018 • 10th May, 2018 •
1st August, 2018

Member €70 **Non-member** €85

Trainer: Natalie Hughes MPRCA • 90 minutes

Social Media Metrics Intermediate 10

The emergence and increasing popularity of social media has changed the practice of public relations. Social media offers numerous opportunities for public relations practitioners to interact with a wide range of stakeholders. This webinar demonstrates which social media metrics you need to employ to bring a return on investment.

Online 15th November, 2017 • 26th January, 2018 • 20th April, 2018
Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

Gaining Coverage in a Digital Media World Intermediate 10

It is vital to ensure that, in this current day and age, we work to stimulate our power to gain media coverage when there is so much accessibility to powerful tools to ensure this. This webinar is aimed at Account Executives and Account Managers who would like to develop their skills and knowledge to increase coverage for their company or client in the digital media.

Online 21st November, 2017 • 7th February, 2018 • 11th May, 2018 •
6th July, 2018

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

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Paid Media

Intermediate 10

We increasingly have to pay to gain access to online audiences, which means we can better target audiences according to interest, location, and demographic. Whilst paid media is measurable, the creative and call-to-action have to be appealing. This webinar is essential for anyone who is interested in paid media as a tool to increase reach and effectiveness of their online content.

Online 29th May, 2018 • 22nd August, 2018

Member €70 **Non-member** €85

Trainer: Chris Lee MPRCA • 90 minutes

Digital Disruption: The Next Wave? NEW

Intermediate 10

PR is a fundamental driver in the new customer-centric world and helps businesses to achieve goals, but business transformation is fundamentally altering the intertwining worlds of sales and marketing. How prepared are PR managers to deal with the next wave of digital disruption from innovations such as virtual reality? This webinar will provide the framework necessary for developing new skills and behaviours, as well as the range of tools and resources available to adapt and cope with this change. This session will also show delegates how to measure success of an integrated sales and marketing plan.

London 13th October, 2017

Member €70 **Non-member** €85

Trainer: Katie King CMPRCA • 90 minutes

MEDIA HANDLING



Good Media Relations

Intermediate 10

This webinar delivers concise and simple techniques in communicating effectively with journalists, making life for both you and them a great deal easier. Understanding the way they work and how to deal with them means you'll be one of the few PR and communications practitioners who aren't dismissed altogether. Develop life-long relationships and learn how to become a reporter's first port of call.

Online 17th October, 2017 • 19th February, 2017 • 1st May, 2018

Member €70 **Non-member** €85

Trainer: Adrian Wheeler FPRCA • 90 minutes

Influencer Relations

Intermediate 10

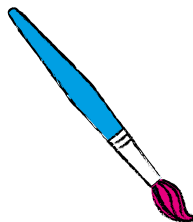
Influencer relations is all about identifying the individuals who are noted for their ideas, insights, expertise, and the content they produce within a certain field of endeavour. This webinar will help you understand all facets of influencer relations.

Online 14th September, 2017 • 13th December, 2017 • 26th April, 2018 •
26th July, 2018

Member €70 **Non-member** €85

Trainer: Chris Lee MPRCA • 90 minutes

CREATIVE SKILLS



Producing Engaging Content in Public Sector Communications

Introductory 10

The growth of social media has given public sector communicators a great way to maximise the value of information and use new technology to gain the most impact. The main issue is about making sure your activity hits the mark and this means being able to produce engaging content. Delegates will learn to produce this kind of content and how to communicate it effectively.

Online 26th September, 2017 • 19th January, 2018 • 15th March, 2018 • 18th June, 2018

Member €70 **Non-member** €85

Trainer: Amanda Coleman FPRCA • 90 minutes

Getting Maximum Impact from a Disappearing PR Budget

Intermediate 10

The rapidly reducing investment in PR budgets often makes the process of creating exciting and engaging content even more difficult and extensive. This webinar will teach you how to create effective content with limited resources.

Online 10th January, 2018 • 14th March, 2018 • 11th June, 2018

Member €70 **Non-member** €85

Trainer: Amanda Coleman FPRCA • 90 minutes

Translation, Localisation, and Transcreation Workshop Intermediate 10

From this webinar, you will learn how transcreation takes translation further, by adapting marketing, design and linguistics, whilst considering a range of industries and nations.

Online 5th October, 2017 • 18th January, 2018 • 20th March, 2018 •
14th June, 2018

Member €70 **Non-member** €85

Trainer: Russell Goldsmith MPRCA • 90 minutes

Unleash your Inner Creative: Online Intermediate 10

Creativity is the one of the most valued skills in business. How much training have you and your teams had in techniques, brainstorm facilitation, generating & nurturing ideas? This training guarantees you'll walk away with a toolkit of idea-generating techniques and a raft ways to overcome creative burnout individually and as a team.

Online 29th September, 2017 • 17th May, 2018

Member €70 **Non-member** €85

Trainer: Claire Bridges MPRCA • 90 minutes

CRISIS COMMUNICATIONS



Crisis Management

Introductory 10

Crisis management is a critical organisational function and PR and communications practitioners are an integral part of crisis management teams. Failure to effectively manage crises can result in serious harm to stakeholders and losses for an organisation. This course defines critical concepts and provides useful resources on the best practices and lessons learned from a professional's knowledge of crisis management.

Online 20th September, 2017 • 8th December, 2017 • 2nd May, 2018 • 3rd July, 2018

Member €70 **Non-member** €85

Trainer: Nickie Aiken MPRCA • 90 minutes

Crisis PR and Communications in a Digital World

Intermediate 10

More than one-quarter of crises spread to international media within an hour and over two-thirds within 24 hours. In today's interconnected digital age, news travels rapidly through the web so make sure your business is not caught in the brunt of it. Attendees will learn how to best prepare themselves or their clients for an online crisis as well as useful strategies to select and what tactics to deploy to manage the immediate impact.

Online 14th November, 2017

Member €70 **Non-member** €85

Trainer: Steve Dunne MPRCA • 90 minutes

INTERNAL/IN-HOUSE COMMUNICATIONS



Developing an Internal Communications Strategy Introductory 10

This webinar outlines the basic elements needed to create an internal communications strategy and why it is necessary. The objective of this session is to deliver an internal communications framework that provides clear, informative, and engaging two-way communications that effectively link together the key messages.

Online 24th January, 2018 • 29th June, 2018
Member €70 **Non-member** €85

Trainer: Paul Inglefield MPRCA • 90 minutes

Change Communications Intermediate 10 NEW

This webinar is designed for beginner-to-intermediate communicators looking to understand how to design and manage employee change communications. Drawing on real-life case studies and academic research, it will provide guidance and techniques that can be applied practically in the workplace.

Online 5th February, 2018 • 20th June, 2018
Member €70 **Non-member** €85

Trainer: Paul Inglefield MPRCA • 90 minutes

PUBLIC AFFAIRS



Introduction to Public Affairs

Introductory 10

This is an essential course for those new to public affairs, as well as for anyone working in policy-making or government who needs a greater understanding of how decisions are made. This webinar introduces the key elements of public affairs, as well as providing an excellent overview of UK political decision-making and how it works.

Online 30th November, 2017 • 22nd February, 2018 • 2nd July, 2018

Member €70 **Non-member** €85

Trainer: Lionel Zetter FPRCA • 90 minutes

Running Effective Political Campaigns: Influence the Political Agenda

Intermediate 10

The most effective organisations play an active role in the political world, building alliances and promoting their issues. This webinar will explore the strategies and approaches available to communications professionals who want to run a campaign designed to influence the political agenda.

Online 29th November, 2017 • 9th January, 2018 • 16th May, 2018 •
25th June, 2018

Member €70 **Non-member** €85

Trainer: Nickie Aiken MPRCA • 90 minutes

PERSONAL SKILLS



Build Brand 'You' in 9 Minutes a Day ¹⁰

Personal Skills

You work in a world of brands: crafting them to create impact and advantages, stand out, generate loyalty, and personality. But have you ever thought about how you would define your own personal brand? What specifically makes you unique? Do you know what your core offering is? How do others define you? This webinar is perfect for busy PR practitioners – freelance or otherwise – and business owners who want to supercharge their own profile via social media.

Online 13th September, 2017 • 1st December, 2017 • 1st March, 2018 • 6th June, 2018

Member €70 **Non-member** €85

Trainer: Natalie Hughes MPRCA • 90 minutes

How to Manage your Time and Workload More Effectively

Personal Skills ¹⁰

In any career, or personal pursuit, planning and managing a workload is an essential skill. In public relations you will often need to work on several varied projects, with multiple stakeholders, at the same time. Efficient planning and organisation is one of the most valuable skills that you have – this is particularly important in the PR industry. In this webinar you will gain a theoretical understanding of time management principles, and a practical grounding in how to apply these skills and approach problems with managing your workload.

Online 22nd September, 2017 • 29th January, 2018 • 11th April, 2018 • 12th July, 2018

Member €70 **Non-member** €85

Trainer: Alice Newsham MPRCA • 90 minutes

Stepping into Leadership ¹⁰ NEW

Personal Skills

This online training session, created by GWPR together with ICCO for mid-career PR women, will help you develop your leadership skills. The session includes practical tips and guidance from senior PR women at the very top of their profession, who tell their story on how they succeeded in getting into the boardroom. This course will help you develop the right skills and attitudes to reach the very top of the career ladder.

Online 24th October, 2017 • 13th February, 2018 • 5th July, 2018
Member €70 **Non-member** €85

Trainer: Emma Ewing MPRCA • 90 minutes



Climbing the PR and Communications Career Leader

Personal Skills ¹⁰

Are you looking for that promotion, or do have your eye on a new role, and don't know how to progress up the PR and communications ladder? This interactive online course will help you to understand what employers are looking for in senior consultants, and guide you in compiling a promotion plan, in order to develop your career further.

Online 10th October, 2017 • 8th February, 2018 • 17th May, 2018 •
16th August, 2018
Member €70 **Non-member** €85

Trainer: Alice Newsham MPRCA • 90 minutes

WINNING NEW BUSINESS



Pitching to Win New Business: Online Intermediate 10

Develop your techniques and refresh your power of persuasion in order to maximise your chances of success in the pitching arena. Sharpen your skills and watch new ones come into fruition during this exciting webinar experience.

Online 17th October, 2017 • 15th February, 2018 • 3rd July, 2018

Member €70 **Non-member** €85

Trainer: Adrian Wheeler FPRCA • 90 minutes

Communicating in the Middle East and North Africa Intermediate 10

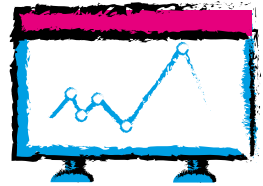
The Middle East and North Africa can be an altogether alien world for newcomers to the region who are trying to communicate with new audiences and reach out to new stakeholders. This 90 minute PRCA session – replete with insights and vivid examples – offers communicators a window into the region's communications landscape and the ways in which it both resembles and differs from its global counterparts. The aim of this course is to provide participants with key insights into the region that will help them advance their business and communications objectives.

Online 15th November, 2017 • 14th February, 2018 • 23rd May, 2018

Member €70 **Non-member** €85

Trainer: Majdi Al-Ayed MPRCA • 90 minutes

FINANCE & PROFITABILITY



Understanding Finance

Advanced 10

This online course provides an overview of the key aspects of finance including purpose and workings of the management accounts, annual financial statements, and various factors to consider in order to feel comfortable with how they are presented and what they are telling the reader.

Online 17th November, 2017 • 5th March, 2018 • 22nd June, 2018 •
22nd August, 2018

Member €70 **Non-member** €85

Trainers: Francesca Robe MPRCA • 90 Minutes

PRCA ACCREDITED TRAINERS

Our trainers are all approved practitioners with a wealth of experience both as practitioners and training providers. Many currently run their own consultancies or PR and communications teams, and hence provide relevant insights along with practical examples and structured learning.

Visit www.prca.org.uk/training/meet-the-trainers for full biographies.

Adrian Wheeler FPRCA

Adrian works as a Non-executive Director with five consultancies, as a partner in Agincourt Communications, and as a PR trainer and media trainer. He was awarded the Sir Stephen Tallents Medal in 2010.

Alice Newsham MPRCA

Alice is an Account Director at integrated communications agency, Citypress, and former chairman of the PRCA NextGen committee in the North West. She is a specialist in strategic media relations and internal communications.

Amanda Coleman FPRCA

Amanda is a specialist in public sector communications and in developing public relations with a dwindling budget. Amanda provides advice and support to many organisations on integrating social media into their communication.

Andrew Smith MPRCA

Andrew is a specialist in digital communications and Managing Director of Escherman, a specialist social media, PR, and analytics consultancy. His areas of expertise include SEO, blogging, and digital analytics.

Ann Wright MPRCA

Ann is Co-founder of Rough House Media which equips clients with confidence in how they manage the media. She has specialist knowledge of a range of sectors, including education, engineering, culture, and heritage.

Betsy Reed CMPRCA

Betsy is a sustainability communications expert who has spent more than 15 years working in communications, on campaigns and as a consultant in the corporate, public, and charitable sectors. She is the Director of her own consultancy 'Big Sky'. The hallmarks of her training approach are insightful content, interactive formats, and practical application.

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Bertille Calinaud MPRCA

Bertille is a Senior Inclusion and Diversity Consultant. She has experience in delivering mental health training for various clients. She focuses on ensuring delegates leave with practical solutions they can implement for themselves and their colleagues. She has worked for the higher education sector and central government as a diversity professional.

Chris Lee MPRCA

Chris has been in the media industry as PR, technology journalist, blogger, and digital strategist. He also developed Grayling's online crisis communications simulator, 'Storm', and brings a tried and tested integrated vision to communications.

Claire Bridges MPRCA

Claire is a creativity expert and founder of the leading creative training consultancy 'Now Go Create'. Her training shares the science, secrets, and skills that marketing and communications experts use to generate strategy and ideas.

Claire Walker FPRCA

Claire is founder of Firefly Communications, which has a strong reputation for people and development. Claire is profiled one of Britain's Top 100 influential business women. She specialises in management and networking skills.

Emma Hazan MPRCA

Emma Hazan is MD of Consumer at Hotwire. She is responsible for the creative direction and growth of all things consumer across Hotwire's offices globally. With over 15 years' experience in the PR industry across technology and consumer lifestyle brands, Emma has played a key role in some of the most exciting PR initiatives in the last 10 years.

Emma Ewing MPRCA

Emma is a PR trainer, coach, and consultant with a particular interest in communication, people management, and personal effectiveness. She advises and trains in a range of organisations from every industry in the UK and around the world.

Jayne Constantinis MPRCA

Jayne has a unique and unusual range of experience. It includes live announcing on BBC TV; business reporting on BBC World; fronting corporate programmes for blue-chip companies; moderating and speaking at live events; training individuals and groups to be confident communicators/speakers/presenters.

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Katie King CMPRCA

Katie is a strategic marketing consultant, a social media trainer, and international conference speaker. She is Managing Director of PR and social media agency Zoodikers, and is the Chairman for the PRCA's South East/East Anglia Group.

Lionel Zetter FPRCA

Lionel is an independent public affairs consultant and was MD of Parliamentary Monitoring Services Ltd. He has written and spoken widely on politics and public relations, standing for the Conservatives in 2005.

Lorraine Forrest-Turner MPRCA

Lorraine is a freelance writer and communication skills trainer with over 30 years' experience in PR and marketing. She specialises in all aspects of writing training, and personal communication skills.

Majdi Al-Ayed MPRCA

Majdi's largest portfolio over the course of his career lies in the travel and tourism industry, specialising in crisis management. Majdi currently serves as Vice President – Network Affairs & UAE Managing Director of TRACCS.

Mélanie Chevalier MPRCA

Mélanie is the Founder and CEO of cross-cultural consultancy Creative Culture, which provides strategic, linguistic, and cultural insights for global brands including Aston Martin, Cointreau, Gü, Lipton, L'Oréal, MetLife, Orange and Sony, to ensure their strategies and campaigns cross borders successfully and consistently.

Michelle Bailey MPRCA

Michelle is an HR trainer, coach, and consultant. She is also a member of the CIPD, with significant experience in performance management and employment law.

Natalie Hughes MPRCA

Natalie is a specialist in social media marketing and digital content creation. She has helped shape the social media identities of some of the world's leading luxury brands.

Nickie Aiken MPRCA

Nickie is a senior corporate and media relations specialist with experience in crisis and issues management and journalism. She is particularly interested in how strategic media relations can help a business improve its bottom line.

Paul Inglefield MPRCA

Paul has worked in most areas of communications but has particular specialism in internal communications and public sector marketing. He is an award winning, accomplished coach and trainee

Russell Goldsmith MPRCA

Russell Goldsmith is Founder of Audere Communications and newly appointed Director of Conversis Corporate, a translation and localisation agency. He provides advice on digital broadcast, content creation, and aggregation strategy.

Ruth McNeil MPRCA

Ruth is a market research consultant and trainer with a background in both marketing and research. In particular, she gives courses on how best to handle and manage clients and on how to prepare and present presentations.

Steve Dunne MPRCA

Steve is a specialist in training PR and marketing practitioners in the digital environment and how to survive and thrive. Steve also has extensive experience in crisis management, PR strategy, and client handling skills.



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