



# ICCO Training

INTRODUCTORY  
INTERMEDIATE  
ADVANCED  
PERSONAL SKILLS  
ICCO GLOBAL DIPLOMA

September 2018 - August 2019

# ICCO ASSOCIATIONS

APRA	Armenia
PRIA	Australia
PRVA	Austria
C2	Belgium
ABRACOM	Brazil
BAPRA	Bulgaria
CCPRF	Canada
APRA	Czech Republic
Public Relations Branchen	Denmark
MTL	Finland
SYNTEC	France
ACAG	Georgia
GPRA	Germany
EDEE	Greece
HuPRA / MPRSZ	Hungary
PRCAI	India
IPRH	Iran
PRCA	Ireland
Assorel	Italy
Assocom	Italy
HACO	Kazakhstan
CICOM	Mexico
VPRA	Netherlands
PRCAN	Nigeria
KOMM	Norway
ZFPR	Poland
APECOM	Portugal
ARRP	Romania
AKOS	Russia
DSOJ / PRSSRB	Serbia
APRSA	Slovakia
PRISA	South Africa
ADECEC	Spain
PRECIS	Sweden
BPRA	Switzerland
IDA	Turkey
PRCA MENA	UAE
PRCA	UK
PR Council	USA



**ICCO now offers an all-encompassing array of 70,online, and bespoke courses, suitable for PR and communications practitioners at every level of the industry. With a structured programme of professionally-accredited qualifications, individuals can advance their careers and raise standards within the profession.**

Our trainers are seasoned practitioners with real world and practical expertise, and deliver concise and invaluable advice.

There is something for everyone in this brochure, regardless of your work commitments or circumstances. It has been made with you in mind, so enjoy reading. We hope to welcome you to a ICCO professional development programme very soon.

**Francis Ingham MPRCA**  
Chief Executive, ICCO

## **THREE POINT QUALITY PROMISE:**

- 1. Trainers will be marked out of 10 by delegates 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 delegate will receive a free webinar course if they are not satisfied by the learning outcomes of the training. This will be based on the course not meeting the description given by the ICCO 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.iccopr.com/training/meet-the-trainers](http://www.iccopr.com/training/meet-the-trainers).**

# WELCOME TO ICCO TRAINING

As part of its commitment to promoting all aspects of the PR and communications industry, ICCO has developed an extensive programme of training courses, helping teams and individuals maximise the value they deliver to clients and organisations.

With 70 courses now on offer, there is a ICCO training course suitable for those in every corner of the industry – whatever the stage of their career.

All 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.

**Online Training** - For those limited by distance or cost, ICCO delivers a series of 46 90-minute interactive webinars. Delegates attend these sessions live online in a virtual version of a face-to-face training course.

**ICCO Global Diploma** - ICCO Global Diploma's have been designed to help give you and your staff a clear and structured programme of professional development that helps you progress regardless of your 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, while building skills and widening knowledge.



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# ONLINE TRAINING

For individuals looking for a more flexible option, ICCO offers 70 interactive webinars: training sessions that give delegates the opportunity to interact live with the trainer online.

## 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.

## Affordable

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.

## Accessible

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

Enquire at [training@iccopr.com](mailto:training@iccopr.com) or call 020 7233 6026.



# BESPOKE TRAINING

Bespoke training offers your organisation a truly unique, in-house training experience, tailored to the specific challenges and needs you face on a day-to-day basis.

You may wish to expand on one of our current courses or design an entirely new course, utilising our extensive pool of highly experienced certified trainers. The courses can also be held at a location and on a date that suits you.

## FOUR REASONS WHY

### **Tailored content**

Design the course with the trainer to meet the exact training needs of the team.

### **Confidential**

The in-house nature of bespoke training means you and your teams can talk frankly and openly about specific or sensitive problems you face.

### **Flexible**

Hold the course at a convenient time for you. Spread the training over a series of shorter courses or longer intensive sessions.

### **Save time and money**

Bringing a course in-house not only reduces the cost per delegate, but also saves on travel expenses and time away from the office.



10

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## ICCO ENDORSES THE 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 is free, removing any barriers to professionalism.

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

**All of our training courses contribute towards your CPD points. You'll find the number of CPD points each carries alongside the course description.**

# 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
- 6 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: €500 / Non-member: €600**

Price includes training, assessment, and certificate.



# HOW THIS BROCHURE WORKS

Courses are arranged by subject and fall into four levels:

## **Foundation Courses**

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

## **Practitioner 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.

## **Senior Practitioner 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 



# The International Communications Consultancy Organisation (ICCO):



The global voice  
of public relations  
consultancies



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# KEY SKILLS



## An Introduction to Sustainability for Communications Professionals

### Practitioner 10

Communications professionals and agencies are increasingly required to communicate sustainability-related issues. Whether you work in-house or at an agency, this webinar will help you to get a better grasp on how to do it well.

**Online:** 22nd January, 2019 • 23rd July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Betsy Reed MPRCA • 90 minutes

## Ethics in PR and Communications

### Practitioner 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:** 24th October, 2018 • 20th February, 2019 • 5th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Claire Walker MPRCA • 90 minutes

## Cultural Awareness

### Practitioner 10

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 deceptive? When producing creative material, brands need to make sure 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:** 6th March, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Melanie Chevalier MPRCA • 90 minutes

## Measuring and Evaluating PR Campaigns

### Practitioner 10

'If you can't measure it, you shouldn't do it' goes the old management mantra. This webinar examines every facet of evaluation and measurement for PR campaigns, from off-line to on-line, and illustrates which methods work best and how to implement them.

**Online:** 9th November, 2018 • 25th March 2019 • 25th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## The Science Behind Successful PR

### Practitioner 10

"People tend to believe that the ideas which come to mind most readily are the most important... the principal determinant is the extent of media coverage". So says Daniel Kahneman, a Nobel prize-winner and one of the 'fathers' of the new science of Behavioural Economics. We all know that PR works. So do our clients. But exactly how does PR produce its business effects? At last, Behavioural Economics is beginning to provide a scientific explanation. This online seminar describes the discoveries of BE and how we can use them in winning new business and in making our client relationships more profitable and longer-lasting.

**Online:** 15th October, 2018 • 7th January, 2019 • 6th May, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Adrian Wheeler FPRCA • 90 minutes

# WRITING



## Getting to Grips with Grammar

### Foundation 10

Good writing depends on flawless grammar. Ensure your credibility stays high for every word you write with this practical and lively session. This webinar will refresh your skills and help you avoid embarrassing mistakes.

**Online:** 19th October, 2018 • 30th January, 2019 • 26th April, 2019 • 2nd July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Emma Ewing MPRCA • 90 minutes

## Introduction to Writing for PR and Communications Practitioners

### Foundation 10

This webinar is ideal for people new to writing for PR and communications and those who want to brush up on their core skills. You'll learn how to write press releases that appeal to journalists, how to avoid time-consuming mistakes and how to put a blog or article together.

**Online:** 19th October, 2018 • 30th January, 2019 • 26th April, 2019 • 2nd July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Emma Ewing MPRCA • 90 minutes

## How to Write a Winning Award Entry for the Future - NEW

### Practitioner 10

Winning a PRCA award is a great way to attract new clients by bringing credibility to your organisation, setting you apart from your competitors and ensuring your work gets the attention it deserves. You can bring along your entry and compare it to our best and worst case studies.

**Online:** 22nd November, 2018 • 23rd May, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Victoria Tomlinson MPRCA • 90 minutes

# DIGITAL



## Digital Landscape for PR and Communications

### Foundation 10

Every PR campaign today must operate against the backdrop of a digital landscape. From social media to the digital media and from how people consume content to how they engage with organisations, you need to know which platforms to use, how to use them and get the best for your campaign. It's a 'must know' for every PR practitioner – this webinar keeps you updated with the information you need.

**Online:** 4th October, 2018 • 2nd April, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Harnessing the Power of Twitter for PR

### Foundation 10

Twitter is perhaps the most natural of all the social media platforms for PR practitioners to use in everyday PR activity. But how do you use it for maximum effect? How do you build a meaningful follower base and how do you engage? What tools are available and what does a great PR campaign on Twitter look like? This webinar reveals all.

**Online:** 21st November, 2018 • 22nd March, 2019 • 24th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## How to Create an Effective Blog

### Foundation 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:** 25th January, 2019 • 25th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Introductory Google Analytics for PR and Communications

### Practitioner 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:** 16th January, 2019 • 17th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Chris Lee MPRCA • 90 minutes

## Using Video in Social Media for PR and Communications

### Practitioner 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:** 3rd October, 2018 • 6th February, 2019 • 12th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Russell Goldsmith MPRCA • 90 minutes

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

### Practitioner 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 in exciting and innovative ways. 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:** 14th February, 2019 • 15th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Natalie Hughes MPRCA • 90 minutes

## Digital Disruption – The Next Wave?

### Practitioner 10

PR is a fundamental driver in the new customer centric world, helping 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 and the Internet of things? Are HR teams ready to deliver the training which PR teams - both in house or agency - will require? Who will PRs compete with in this new world?

**Online:** 11th December, 2018 • 11th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Katie King CMPRCA • 90 minutes

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

### Practitioner 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:** 8th November, 2018 • 7th February, 2019 • 9th May, 2019 • 8th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Andrew Smith MPRCA • 90 minutes

## Understanding Search in a Social Media World

### Practitioner 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:** 5th February, 2019 • 6th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Katie King CMPRCA • 90 minutes

## Creating and Curating Compelling Content for Social Media

### Practitioner 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:** 5th December, 2018 • 4th April, 2019 • 7th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Katie King CMPRCA • 90 minutes

## Generating Sales with Social Media

### Practitioner 10

As digital technology continues to evolve, successful digital transformation requires careful collaboration, thoughtful planning, and adaptability. A means of enhancing sales revenue is through creating a fantastic user experience to keep customers involved and engaged with your brand. 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:** 8th January, 2019 • 9th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Katie King CMPRCA • 90 minutes

## Supercharge PR Campaigns for LinkedIn

### Practitioner 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. But how do you make the most of what LinkedIn has to offer? This webinar outlines how to go about building powerful PR campaigns through LinkedIn.

**Online:** 6th December, 2018 • 9th April, 2019 • 6th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Natalie Hughes MPRCA • 90 minutes

## Social Media Metrics

### Practitioner 10

The digital field offers PR practitioners huge opportunities to implement effective campaigns. But how do you measure success? What tools are available? What are the best metrics for your campaign? What are the industry standards? This webinar demonstrates which social media metrics you need to deploy to bring a return on investment.

**Online:** 9th January, 2019 • 8th May, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Gaining Coverage in a Digital Media World

### Practitioner 10

No area has been impacted more by digital than the media. With newspaper and magazine circulation in decline and a plethora of new digital media channels how do you ensure you get the best coverage for your client or brand? What content should you provide to support your story? How do you approach the digital platforms? And what is the best way for you to frame your story? This webinar gives you practical insights into ensuring you gain more coverage in the digital media for your client or brand.

**Online:** 2nd November, 2018 • 1st March, 2019 • 8th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Paid Media

### Practitioner 10

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

**Online:** 29th November, 2018 • 30th May, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Chris Lee MPRCA • 90 minutes

## Making Great PR Campaigns with Instagram

### Practitioner 10

Instagram is one of the world's most popular and successful social media platforms, and when it comes to PR campaigns it's very often a vital ingredient to successful engagement with target audiences. But how do you ensure you get the best results for your campaign? What does a successful Instagram campaign look like? What are the best tools to use? How do you measure your campaign? How do you seed and feed the content? How do you use stories to maximum effect? And how do you implement video to engage? This webinar shows you how to make the most of this great platform.

**Online:** 14th December, 2018 • 10th April, 2019 • 9th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Making Snapchat Work for PR Campaigns

### Practitioner 10

For certain demographics Snapchat is the most popular and successful social media platform. But when it comes to PR campaigns, what is the best way to make a success of the platform? How do you ensure you get the best results for your campaign? What does a successful Snapchat campaign look like? What are the best tools to use? How do you measure your campaign? How do you seed and feed the content? And how do you use stories and video to maximum effect? This webinar show you how to make the most of Snapchat for your PR campaign.

**Online:** 16th November, 2018 • 18th March, 2019 • 24th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

## Facebook for PR and Communications

### Practitioner 10

Facebook is the biggest social media network in the world, with 1.7 billion active users – and counting. But how can you harness the power of the platform? Discover how to create engaging content, grow your audience and make the most of Facebook's incredible analytics. Get the lowdown on Facebook's ads and how you can make them work for you. Plus, be in-the-know about the latest developments, from Facebook Live to Messenger. This webinar shows you how to make the most of the world's most popular social media platform, with handpicked case studies and takeaway tips.

**Online:** 23rd January, 2019 • 17th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Natalie Hughes MPRCA • 90 minutes

# MEDIA HANDLING



## Good Media Relations

### Practitioner 10

This online seminar explains the increasing value of personal rapport with key media and describes how to establish relationships with journalists and editors, and how to maintain them. It talks about what journalists want and don't want, their working environment, what is news and what makes a story, how to pitch a story successfully, what to offer media outlets when they are interested, the value of pictures and clips, how to resolve problems, and how to become a trusted PR contact

**Online:** 26th November, 2018 • 4th March, 2019 • 1st July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Adrian Wheeler FPRCA • 90 minutes

## Influencer Relations

### Practitioner 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:** 13th December, 2018 • 13th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Chris Lee MPRCA • 90 minutes

## Creating Great B2B Social Media Campaigns - NEW

### Practitioner 10

A popular myth is that social media doesn't work effectively in B2B campaigns - but nothing could be further from the truth. In this webinar we reveal, through examples and case studies, how social media can increase the engagement of any B2B campaign. From developing a strategy to implementing dozens of tactics that are proven to work in this arena, we show how you can improve engagement and increase ROI for even the toughest B2B audience

**Online:** 4th October, 2018 • 9th April, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

# CREATIVE SKILLS



## Producing Engaging Content in Public Sector Communications

### Foundation 10

The growth of social media has given public sector communicators a great way to maximise 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:** 10th December, 2018 • 13th June 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Amanda Coleman FPRCA • 90 minutes

## Unleash Your Inner Creative

### Practitioner 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:** 14th January, 2019 • 10th May, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Claire Bridges MPRCA • 90 minutes

## Getting Maximum Impact from a Disappearing PR and Communications Budget

### Practitioner 10

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

**Online:** 27th November, 2018 • 3rd June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Amanda Coleman FPRCA • 90 minutes

## Translation, Localisation and Transcreation

### Practitioner 10

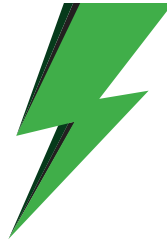
This webinar is essential to understanding the processes and procedures involved in translation, localisation, and transcreation. The course will consist of an in-depth exploration on how transcreation takes translation further than the adaptation of content in one language to another whilst protecting the meaning of the words.

**Online:** 6th September, 2018 • 14th March, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Russell Goldsmith MPRCA • 90 minutes

# CRISIS COMMUNICATIONS



## Crisis Management

### Foundation 10

Failure to manage crises effectively can result in serious harm to stakeholders and losses for an organisation. This course defines critical concepts and useful resources on the best practices from a professional's knowledge of crisis management.

**Online:** 22nd November, 2018 • 4th April, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Nickie Aiken MPRCA • 90 minutes

## Crisis PR and Communications in a Digital World

### Practitioner 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 catching the brunt of it. Delegates will learn how best to prepare themselves or their clients for an online crisis, as well as useful strategies and tactics to manage the immediate impact.

**Online:** 19th November, 2018 • 19th March, 2019 • 23rd July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Steve Dunne FPRCA • 90 minutes

# INTERNAL/IN-HOUSE COMMUNICATIONS



## Building an Internal Communications Campaign that Works

### Foundation 10

A step-by-step overview of the key stages needed to develop an internal communications strategy for your organisation or clients and gain an understanding of how organisations can use internal communications and engagement to deliver business goals as part of an integrated approach to strategic reputation management.

**Online:** 21st February, 2019 • 16th May, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Paul Inglefield MPRCA • 90 minutes

## Employee Change Communications

### Practitioner 10

Change is constant. A cliché but true. Organisations are realising that employee communications and engagement are critical for change to be sustainable, and are increasingly looking to internal communicators to support change programmes.

**Online:** 13th November, 2018 • 21st March, 2019 • 11th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Paul Inglefield MPRCA • 90 minutes

## Moving from Internal Communications to Employee Engagement

### Senior Practitioner 10

Getting the best from the workforce is not a 'nice to have' it is essential. Employees are the businesses biggest asset and if they are fully supportive and involved it can magnify what is achieved. They are the people making daily contact with customers and service users so when the interaction is good it builds confidence in the business. The key is to move from broadcasting to staff to engaging and involving them. The time is right to stop talking about pushing messages through channels and to start identifying how to give employees a stake in the business.

**Online:** 5th December, 2018 • 6th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Amanda Coleman FPRCA • 90 minutes

# PUBLIC AFFAIRS



## Introduction to Public Affairs

### Foundation **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:** 7th November, 2018 • 13th March, 2019 • 4th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Lionel Zetter FPRCA • 90 minutes

## Running Effective Political Campaigns: Influence the Political Agenda

### Practitioner **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:** 10th January, 2019 • 20th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Nickie Aiken MPRCA • 90 minutes

# PERSONAL SKILLS



## Build Brand 'You' in 9 Minutes a Day

### Personal Skills 10

You work in a world of brands. You craft them to create impact, advantages, stand out, 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:** 3rd October, 2018 • 6th February, 2019 • 4th June, 2019

**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:** 15th November, 2018 • 12th March, 2019 • 9th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Alice Newsham CMPRCA • 90 minutes

## Climbing the PR and Communications Career Ladder

### Personal Skills 10

Did you picture yourself as an Account Executive ten or 15 years ago when you joined your current public relations firm? While the world of an Account Executive is not particularly easy, PR Managers face complicated issues on a daily basis. This interactive online course will teach you how to develop skills and personal qualities to help you progress up the PR ladder.

**Online:** 12th December, 2018 • 11th April, 2019 • 13th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Alice Newsham CMPRCA • 90 minutes

## Wellbeing at Work – An Introduction to Stress and Mental Health - NEW

### Personal Skills 10

A positive way to approach this subject is to view our mental wellbeing in much the same way that we have been approaching our physical wellbeing in recent years. With a proactive mindset, building 'good health', adopting life styles and working practices to optimise our good health to make us more resilient to the challenges we may face.

**Online:** 11th October, 2018 • 7th February, 2019 • 7th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Jane Fordham MPRCA • 90 minutes

## Rest, Recovery and Recharge - The Value of Sleep - NEW

### Personal Skills 10

This webinar will take a look at some high level science and theories to provide context to our rest, recovery & sleep patterns. We will explore the positive impact that effective rest can have on our working (& personal lives) and identify some practical tips and tools to enable you to recharge more effectively.

**Online** 12th October, 2018 • 8th February, 2019 • 27th June, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Jane Fordham MPRCA • 90 minutes

## Everyday Mindfulness – An Introduction - NEW

### Personal Skills 10

This webinar will explore how to bring mindfulness techniques into our daily lives, as a powerful stress management and resilience tool, combating the myriad daily pressures.

**Online:** 15th November, 2018 • 8th March, 2019 • 4th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Jane Fordham MPRCA • 90 minutes

## Women in Senior Leadership: A Guide to Taking Charge of your Career

### Personal Skills 10

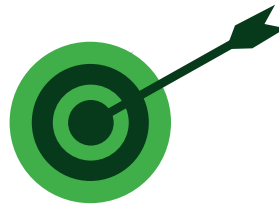
This online training session, created by GWPR together with ICCO for mid-career PR women, will help you develop your leadership skills. The session includes practical tips and guidance from senior PR women at the very top of their profession, who tell their story on how they succeeded in getting into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

**Online** 6th November, 2018 • 20th March, 2019 • 11th July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Emma Ewing MPRCA • 90 minutes

# WINNING NEW BUSINESS



## Your Role in a New Business Pitch

### Foundation 10

You are new to working in an agency and you are taking part in your first or second new business pitch. You want to shine and play a role in winning the account. It's nerve-racking. We have all been there. Perhaps you have been told what to do and say... perhaps you are not sure. Either way, this online seminar is designed to help you understand exactly what goes on in a new business pitch, what clients are looking for and how to perform at your very best on the big day. The seminar offers advice on how to look, how to behave, how to speak and how to make an impression which will help your agency win the pitch. You may be surprised to hear that experienced clients concentrate in the 'juniors' rather than the 'seniors' in a new business pitch. Here are some useful tips.

**Online:** 28th November, 2018 • 6th March, 2019 • 3rd July, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Adrian Wheeler FPRCA • 90 minutes

## Communicating in the Middle East and North Africa

### Practitioner 10

The Middle East and North Africa can be an altogether alien world for newcomers to the region 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:** 5th March, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Majdi Al-Ayed MPRCA • 90 minutes

# FINANCE & PROFITABILITY



## Understanding Finance

### Senior Practitioner <sup>10</sup>

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:** 23rd November, 2018 • 14th February, 2019 • 22nd May, 2019 • 14th August, 2019

**Member:** €70, **Non-member:** €85

**Trainer:** Francesca Robe MPRCA • 90 minutes

# 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.iccopr.com/training/meet-the-trainers](http://www.iccopr.com/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 CMPRCA**

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.

## **Anna Holloway MPRCA**

Anna has almost twenty years' experience successfully leading global communications strategies and promoting high profile brands, people and products on an international stage. She currently works with a network of consultants and partners with complementary expertise including accredited coaches and senior HR professionals – all have lived and breathed the challenges of being a working parent and come armed with bags of corporate experience and a commitment to improving female career progression at the heart of UK businesses.

## **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.

### **Betsy Reed MPRCA**

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.

### **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.

### **Debbie Epstein MPRCA**

Debbie is a Senior Inclusion and Diversity Consultant at Inclusive Employers. She has experience in facilitating focus groups, conducting research, policy review, the development of best practice guidance and has been working on the new National Inclusion Standard. Debbie has facilitated workshops on a large range of diversity and inclusion topics for clients in the public, private and third sector and as well as developed e-learning products. Prior to this she worked as a diversity manager devising strategy, leading a team and designing and delivering diversity projects and interventions to generate improvements in organisational culture and behaviours.

### **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.

### **Francesca Robe MPRCA**

Francesca has worked with Kingston Smith since 2009 and is responsible for a portfolio that consists of clients operating within the marketing, media, and technology services sectors. She works with independent businesses ranging in size from small start-ups through to international groups. Francesca works with her clients on a wide range of services including audit, annual accounts, management accounts corporate tax, company valuations, cash-flow forecasting, employee incentive schemes, and due diligence.

### **Jane Fordham MPRCA**

As a talent consultant and trainer, Jane draws on nearly 20 years' experience in the communications industry. With a particular interest in diversity & inclusion, employer branding and wellbeing, she continues to work with teams and speak at events. on topics such as; the future of work, graduate recruitment, flexible working, and diversity & inclusion.

### **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.

### **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 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 leading luxury brands.

### **Neil Backwith FPRCA**

Neil is a highly experienced business manager. He is a specialist in agency/consultancy management having spent 10 years as a client and then 22 years with Porter Novelli.

### **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 trainer.

### **Paul Mathieu MPRCA**

Paul has spent his working life in journalism and public relations and offers high-impact PR writing training, being named agency 'Writer of the Year' for three years. He uses the training acronym 'FIT' for Fun, Interactive, and Tailored.

### **Richard Staskiewicz MPRCA**

Richard is a Chartered Accountant and experienced management trainer. His finance training programmes can cover a variety of topics, including strategic planning and budgeting.

### **Robert Taylor MPRCA**

Robert has spent more than a decade training political leaders from several countries, more than a thousand spokespeople for the Foreign and Commonwealth Office, the Department for International Development, and the British Council, including ambassadors and other senior embassy officials.

### **Rosie Clarke MPRCA**

Rosie is the Senior Inclusion and Diversity Consultant at Inclusive Employers. She has experience in delivering consultancy projects such as D&I strategy writing, action planning, policy reviews, steering group facilitation, advice and guidance sessions. Rosie has a particular interest in cognitive difference including disability and mental illness.

### **Russell Goldsmith MPRCA**

Russell 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.

### **Sally Costerton FPRCA**

Sally works with Communications leaders helping them maximise their resources to improve performance. This ranges from capacity building and individual coaching to advising on business growth strategies in the UK and around the world.

### **Sam Knowles MPRCA**

Sam is the Founder & MD of corporate and brand storytelling consultancy Insight Agents. His purpose is to help companies talk and sound human. Over a career spanning almost 30 years, he has helped national and global organisations – commercial, not-for-profit, and third sector – communicate with impact.

### **Sandra Buckle MPRCA**

Sandra is a qualified PR and communications trainer and facilitator whose specialisms are people management and development. She is an advocate of the power of coaching in improving workplace performance.

### **Steve Dunne FPRCA**

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.

### **Trevor Morris FPRCA**

Trevor is Professor in Public Relations at Richmond University and an author, consultant, and Non-executive Director. Trevor holds the 'Mark Mellor Award for Outstanding Contribution to the PR Industry' and is Agony Uncle for 'PRWeek'.

# ICCO DIRECT MEMBERS



GRAYLING



INSTINCTIF  
PARTNERS





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