

# Public relations and public engagement

## Facing outwards with confidence

### Seminar Objective

Dealing confidently with the media and media representatives is an important prerequisite for successfully representing your company in the public sphere. In this seminar you will learn what is crucial when in contact with the media, how to avoid unfavourable situations and how to make optimum use of the various media channels.

### Seminar Content

- What do I/my company want from the media? What do the media want from us?
- The benefits of professional media relations
- Which media are of interest to me? What are the special features of the respective media channels?
- Establishing and maintaining contacts with journalists - why and how?
- How do I write a press release that will also be read?
- The telephone interview - how it works, how to prepare yourself
- Getting to the point - must be learned
- Convincing statements off the cuff - how does that work!?
- Those who ask lead: what questions do journalists ask? Which ones should I answer? And how? How do I deal with difficult questions?
- I didn't even say/mean that!....
- Losing the fear of stage fright - proven techniques and methods for reducing stage fright
- Basic rules and tips for using the microphone and camera

### Method

Active exercise sequences, interactive and experience-oriented exchange, practical examples, short trainer inputs, individual and group exercises

### Participants

The seminar "Public Relations and Public Engagement" is aimed at employees representing business enterprises, administrative bodies and other authorities in a public setting.

### Testimonials

„I particularly liked the working atmosphere and the contents of the training!“

*M. Höltermann, Nils Bogdol GmbH*

„I can rate the "Public Relations" seminar VERY GOOD.“

*Dr. R. Wäntig, MINDA Industrieanlagen GmbH*

### Course Ref.

KOM1014

### Participants

not more than 9 participants

### Schedule

1. Day: 10:00 - 17:00

2. Day: 09:00 - 16:00

### Location and Dates

#### Webinar

25.11.2021 – 26.11.2021

#### Muenster

16.09.2021 – 17.09.2021

25.04.2022 – 26.04.2022

15.09.2022 – 16.09.2022

### Fee

980,00 € (ex. VAT)

1.166,20 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.

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0800 54896266

## Ja, ich/wir buche(n) folgendes Seminar:

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Seminartitel

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Termin

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Seminarort

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1. Teilnehmer/in

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Funktion

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E-Mail

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2. Teilnehmer/in

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Funktion

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E-Mail

## Ja, ich/wir buche(n) das Aufbauseminar gleich mit:

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Titel

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Termin

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Ort

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1. Teilnehmer/in

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Funktion

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E-Mail

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2. Teilnehmer/in

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Funktion

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E-Mail

## Rechnungsanschrift

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Firma

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Ansprechpartner

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Funktion

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Abteilung

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Straße/Hausnummer

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PLZ/Ort

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Telefon/Telefax

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E-Mail

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Datum/Unterschrift