Public relations practitioners today operate in an increasingly unpredictable economic and social environment. Advances in technology and information are challenging many of our traditional approaches. RMIT seeks out the best-informed industry trainers to provide you with the knowledge and skills to stay ahead of the field.

PROGRAM CALENDAR 2012 >>
Creating Effective Campaigns with Social Media—Level 1
Code: S200099
You do have an understanding of what it takes to organise successful events but need extra tips to make you and your event shine? You will be given practical guidance to plan and run an amazing event. Learn the art of strategic planning and research to ensure a positive result.
Presenter: Phoebe Olsen,
Director, The sponsor-ed Group
05.06.12 9.30 am – 5 pm
28.08.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Event Management—Level 1
Code: S200098
This course will help you initiate and organise events that produce top results. Successful promotion and event management requires highly developed multi-tasking skills and clever planning. Learn how to maximise the impact of your event and successfully obtain the media coverage you need.
Presenter: Bryn Skilbeck,
Director, Right Angle Event Management
16.05.12 9.30 am – 5 pm
05.09.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Influencing Audiences—Professional Presentation Skills
Code: S200088
The ability to effectively present can make or break your career. You will learn how to understand the purpose and objectives of a presentation; analyse the audience, venue and occasion; choose an appropriate style and language; build confidence; and incorporate powerful non-verbal communication.
Presenter: John Milburn-Clark,
PR Consultant
31.10.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Issues and Crisis Management—Level 1
Code: S200100
What happens when the worst-case scenario hits? Explore the design of realistic programs to plan for and handle crises, plus practical exercises that demonstrate how to minimise damage to your organisation.
Presenter: Tony Jaques,
Principal, Issue Outcomes
19.06.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Issues and Crisis Management—Level 2
Code: S200106
Learn how to create an effective issues management process or improve your existing one. Scan for, identify and prioritise issues; differentiate between an issue and a crisis; secure and maintain support; benchmark your progress against best practice; and evaluate your process and demonstrate return.
Presenter: Tony Jaques,
Principal, Issue Outcomes
03.07.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Media Release and PR Writing
Code: S200089
Cement your vital writing skills by focusing on accuracy, brevity and clarity; understanding your audience and tailoring your message; and using good grammar, punctuation, spelling, style and syntax.
Presenter: Maree Curtis,
Program Director, Journalism, RMIT
27.06.12 – 28.06.12 10 am – 5 pm
20.09.12 – 21.09.12 10 am – 5 pm
Standard fee: $765
PRIA member fee: $650
Click here for further info or to enrol

Social Media—Creating a Media Mix That Works!—Level 2
Code: S200105
You will gain a deeper understanding of the role of digital media in modern PR and communication practice with analysis of key digital mediums and how to use them as part of the communication strategy. Web 2.0 and mobile media will be highlighted.
Presenter: Denis Masseni,
Director, The sponsor-ed Group
26.06.12 9.30 am – 5 pm
11.09.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Strategy Planning—Level 1
Code: S200101
Why is strategy planning important? What makes a campaign successful or unsuccessful? Learn about different approaches to planning and how to engage management and staff in strategies that reach your intended stakeholders and target markets.
Presenter: Allan Briggs,
Managing Director, Briggs Communications
07.06.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Strategy Planning—Level 2
Code: S200105
You will look at essential steps in high-level strategy planning and implementation to ensure your efforts are on track for success. This course is a must for communication managers looking to improve their organisational problem-solving skills, know-how and abilities.
Presenter: Allan Briggs,
Managing Director, Briggs Communications
18.06.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

Winning Hearts and Minds—Speech Writing
Code: S200087
One of the most effective ways to move people to action is to write and deliver a powerful speech. Learn to plan speeches to get the outcome you want; open and close with impact; build a speech that flows; underline your key points; and apply editing strategies to set your speech apart.
Presenter: Geoff Kelly,
Director, Kelly Strategic Influence
28.03.12 9.30 am – 5 pm
17.10.12 9.30 am – 5 pm
Standard fee: $435
PRIA member fee: $370
Click here for further info or to enrol

HOW WILL I BENEFIT?
You will learn introductory and advanced aspects of public relations and build your practical professional skills, giving you the edge in best practice. All participants receive a certificate of participation from RMIT on successful completion.

HOW TO ENROL
Enrolments can be made online at www.shortcourses.rmit.edu.au, by phone on 9925 8111 or by completing an enrolment form. The course fee or a company purchase order must accompany your enrolment. As places are limited, book early to avoid disappointment. Terms and conditions can be found on the enrolment form or viewed online.

PUBLIC RELATIONS CERTIFICATE
RMIT also offers more in depth public relations short courses in the Public Relations Certificate. See www.shortcourses.rmit.edu.au/publicrelations.php for more details.

ENQUIRIES AND ENROLMENTS
Tel: +61 3 9925 8111
Fax: +61 3 9925 8298
Email: enquiries@rmit.edu.au
www.shortcourses.rmit.edu.au
In person: Level 9, 501 Swanston Street, Melbourne

Disclaimer: Every effort has been made to ensure the information contained in this publication is accurate and current at the date of printing. For the most up-to-date information, please refer to www.shortcourses.rmit.edu.au before booking a course. Prepared February 2012.