Course Introduction:
In today's society, public relations professionals are employed in a wide variety of settings in business, government, and nonprofit organizations. The goal of this course is to develop the creative skills to management strategies for communication and public relations.

Course Objectives:
Understand the principles of public relations
Understand communication
Know how to communicate effectively

Who Should Attend?
- Managers
- Supervisors
- Customer service representatives (CSR)
- Anyone aspiring to increase his capabilities in this area

Assessment Method & Documentation
Attendance will be taken via the Averest attendance sheet at the beginning of every training day. Assessment is kept informal throughout the learning process until the final day, thus providing valuable opportunities for learning. Some assessments are done in groups providing the opportunity for collaboration and team problem solving, self-assessment is used to guide learner's knowledge of their learning.

The course itself, instructor presentation and overall experience are also assessed by the participants through the attached feedback form, the results will be shared with your company.
Course Outline

Section One:
- Public relations planning and tools
- Effectiveness and public relations excellence
- Comparing public relations and advertising
- Public opinion and market research

Section Two:
- International Public relations
- Culture differences
- The practice of public relations
- Public opinion and Persuasion

Section Three:
- Identifying communication and types of communication
- Identifying the target audience
- Verbal communication and non-verbal communication
- Formal communication and informal communication
- Communication barriers

Section Four:
- Public speech, conferences, Interviews, and presentations
- Persuasion
- Speaking skills
- Art of conversation

Section Five:
- The importance of listening
- Tips to improve listening skills
- Self-assessment
- Nonverbal communication guides
Our Methodology
Averest’s Training Methodology

The effort is focused on participants to complete the course gaining maximum learning benefits and outcomes. We consider the mindset from the beginning to end, incorporating the growth mind-set theory so attendees are walking away feeling inspired, empowered and have an increasingly positive attitude towards their role with the newly acquired knowledge.

We consider company culture, attendee knowledge and attitudes.

We emphasise on keeping participants engaged by enriching the training with quality audio-visuals, opportunities for practical learning, reflective practices, chances to work in teams with their peers and the opportunity for valuable discussions with peers, Averest representatives and instructor. We ensure there are relevant activities, case studies and examples to frame the learning.

We finally provide an opportunity for assessment and consistent feedback and reflection throughout the learning process, therefore keeping learners aware of their place on their learning journey.
Course Fees
Terms and Conditions

<table>
<thead>
<tr>
<th>Code</th>
<th>Date</th>
<th>Venue</th>
<th>Course Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRC 014</td>
<td>29/06/2020</td>
<td>Corus Hotel, Hyde Park, London, UK</td>
<td>$5500.00 USD</td>
</tr>
<tr>
<td>PRC 014</td>
<td>01/06/2020</td>
<td>Corus Hotel, Hyde Park, London, UK</td>
<td>$5500.00 USD</td>
</tr>
</tbody>
</table>

Total Cost Per Session $5500.00 USD

Included in This Package:

At Averest training we provide a wide range of training programs in collaboration with ministries, universities, municipalities, organizations and a number of parties. We believe that high-quality training is essential to the enhancement of skills and abilities to achieve the ultimate vision and mission of a business.

Our proposal consists of following:

- Pre-course consultation
- Training course material
- High experienced instructor/s fee
- Certificate of completion
- Post-course follow-up
- All related Averest's quality control tools
- Required stationary
- Airport transportation
- 5 or 4 stars training venue

Method of Terms

Payment expected to be done as follows:

- 100% in advance payment to confirm course(s)

Course Withdrawal, Cancellation and Rescheduling:

- Twenty or more business days in advance: a full refund minus $100.00 administration charge.
- Ten to nineteen business days in advance: transfer to another course or receive a non-refundable credit, valid for one year, for another Averest course. Credits are transferable within your organization.

- Less than ten business days in advance: No refund available but you may send others of equal number to the registered to take the registering place without any additional cost or you may request for your course notes to be mailed to you.

Those who fail to show up for the course they registered for, or those who withdraw without providing sufficient notice as described above, will be subject to the full fee of the course and will be invoiced for the full cost of the respective course or program.

In the event that Averest chooses to cancel a course, a full refund of the course fees will be issued to the registrant.
Registration Form

YES, PLEASE SIGN ME UP FOR THE FOLLOWING

Short Code: ........................................................................................................
Course Name: ....................................................................................................
Commence Date: ..............................................................................................

Salutation: ........................................................................................................
Full Name: ........................................................................................................
Venue: ..............................................................................................................
Job Title: ...........................................................................................................
Institution/Company Name: ................................................................................
Company Address: ..........................................................................................
Postal Code: ......................................................................................................
Country: ..........................................................................................................
Company Website: ...........................................................................................
Nature of Business: ...........................................................................................
Email: ..............................................................................................................
Office Telephone: ............................................................................................
Mobile: ............................................................................................................

Yes, I would like to receive notification of upcoming courses by email

PAYMENT DETAILS (Bank Account (USD) Details):

Company Name: AVEREST GROUP EGİTİM TURİZM ORGANİZASYON SANAYİ VE TİC. LTD.ŞTİ
Bank Name: AKBANK
Bank SWIFT Code: AK8KTRIS888
Branch Name: FATİH/Istanbul
USD – Account No: 0081267
USD – IBAN: TR28 0004 6001 5200 1000 0812 67
Bank Branch Address: Macar Kardeşler Cad. No62 Fatih - İstanbul-TURKEY
Branch Telephone: 0212 534 80 50
Branch Fax: 0121 531 19 09
UPCOMING COURSES

17/08/2020 5G Slicing
21/09/2020 Cloud Computing & Virtualization
21/09/2020 Cloud Computing & Virtualization

GROUP DISCOUNT:
2nd Registration: Save %10
3rd Registration: Save %15
4th Registration: Save %20
Additional Registrations: Save %25

2 WAYS TO REGISTER:
1. Online: www.averestraining.com
2. Email: info@averestraining.com

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