

ICCO-PRCA Online Training

Gain access to the latest PR skills & techniques to help you improve your performance



ICCO is partnering with the PRCA UK to provide a high-quality, online training programme to our members worldwide. Using the PRCA's web platform and course list as a base, we offer content tailored to the international audience with attractive pricing for your market.

As demand for the existing coursework grows, we will be able to customise the content further to meet your needs and offer ICCO certification in conjunction with your local trade association. So please let us know what you want, and we'll do our best to make it happen!

The PRCA is the leading training provider in the UK, offering a rich programme that helps participants better understand the PR industry and excel as PR practitioners. The expert trainers leading the online sessions have passed an industry-standard Approved Trainers' Scheme, which demonstrates their competency as a trainer and experience in their specialty as well as the ability to communicate challenging themes and provide understanding to the audience.

ICCO-PRCA Online Training offers you a high standard of learning with maximum flexibility and minimum cost. You may choose to take one course at a time, when and where you want, by participating live in a highly interactive session or accessing the course recording from the library.

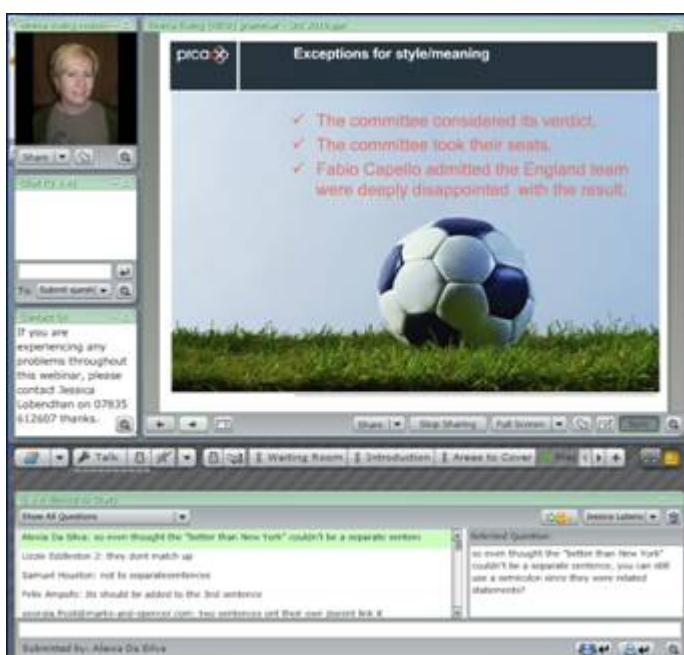
Each course is presented as a 90-minute "webinar", meaning it is broadcast live online as a virtual version of a face-to-face training. You can see and hear the trainer, ask questions, view presentations and get feedback. All you need is a fast broadband connection to the Internet, speakers and Adobe Flash player (which can be downloaded for free if not already installed on your computer).

Prior to the start time for the course, you will need to ensure you have a good connection by clicking on the [test link](#). You may also want to run through the audio setup wizard once you are signed on.

And if you want to get a feel for the how the webinar software works beforehand, you can view the Acrobat Connect Pro demo here:

http://www.adobe.com/go/connectpro_overview

Should you miss the live broadcast or find it inconvenient from your time zone, you can always purchase a recording. With a recorded session you can contact the trainer directly to have your questions answered and ask to receive a copy of the presentation.



Courses are divided into four categories in order to help you find the right learning experience:

- **BASIC:** These courses are meant for those with little or no PR experience – for anyone who has just started out in PR as a dedicated job or as a function within a broader role.
- **INTERMEDIATE:** These courses are designed for those who already have a good grounding in fundamental PR and would like to hone their skills and/or advance their careers.
- **ADVANCED:** These courses are intended for those at a management level – helping to improve teams, accounts and financial performance.
- **PERSONAL SKILLS:** These courses are designed to improve your interpersonal skills and are not specific to your level or job role.

<p>Digital Landscape for PR</p> <p>A practical briefing that serves as an introduction to Digital PR and the E-PR environment.</p> <ul style="list-style-type: none"> • 5 July 2011 – 11:30-13:00 CET • 23 August 2011 – 11:30-13:00 CET • 15 September 2011 – 17:00-18:30 CET • 22 November 2011 – 17:00-18:30 CET • 8 February 2012 – 17:00-18:30 CET • 11 April 2012 – 11:30-13:00 CET • 14 June 2012 – 17:00-18:30 CET 	<p>Writing Skills for PR Professionals</p> <p>This seminar is ideal for people new to PR or PR professionals looking to improve their writing skills. Many of the principles of good writing apply across languages.</p> <ul style="list-style-type: none"> • 31 May 2011 – 11:30-13:00 CET • 27 September 2011 – 11:30-13:00 CET • 29 November 2011 – 11:30-13:00 CET • 9 February 2012 – 17:00-18:30 CET • 19 April 2012 – 17:00-18:30 CET 	BASIC
<p>Good Media Relations</p> <p>This course is aimed at account executives who would like to develop their media relations skills further. You will learn what journalists are like, what they want and don't want from PRs, what their professional pressures are and more.</p> <ul style="list-style-type: none"> • 24 August 2011 – 11:30-13:00 CET • 25 October 2011 – 11:30-13:00 CET • 17 January 2012 – 11:30-13:00 CET • 6 March 2012 – 11:30-13:00 CET • 2 May 2012 – 11:30-13:00 CET • 3 July 2012 – 11:30-13:00 CET 	<p>How to Create an Effective Blog</p> <p>Blogging has become a key PR and communications tactic, but too many organisations are left disappointed by a perceived lack of success. This webinar explains how to start a blog, engage with your audience and build a following.</p> <ul style="list-style-type: none"> • 21 June 2011 – 11:30-13:00 CET • 22 September 2011 – 17:00-18:30 CET • 29 November 2011 – 17:00-18:30 CET • 29 February 2012 – 11:30-13:00 CET • 19 April 2012 – 11:30-13:00 CET • 12 June 2012 – 11:30-13:00 CET 	
<p>How to Create an Effective Podcast</p> <p>This course is aimed at all levels who would like to integrate podcasting into their PR campaigns.</p> <ul style="list-style-type: none"> • 29 June 2011 – 17:00-18:00 CET • 12 October 2011 – 17:00-18:30 CET • 19 January 2012 – 17:00-18:30 CET • 7 March 2012 – 17:00-18:30 CET • 9 May 2012 – 17:00-18:30 CET • 4 July 2012 – 17:00-18:30 CET 	<p>Crisis Management</p> <p>This course is aimed at all levels who would like to learn the principles of crisis management or refresh their skills.</p> <ul style="list-style-type: none"> • 29 September 2011– 17:00-18:30 CET • 9 November 2011 – 17:00-18:30 CET • 14 February 2012 – 11:30-13:00 CET • 5 April 2012 – 11:30-13:00 CET • 28 June 2012 – 11:30-13:00 CET 	
<p>PR & Brands</p> <p>PR scores up to 30x higher than advertising in generating credibility among consumers, but many marketers are more familiar with the mechanics of advertising. This course provides account managers and directors with the insight and language to explain to clients how PR can make them money.</p> <ul style="list-style-type: none"> • 30 June 2011 – 11:30-13:00 CET • 20 September 2011 – 17:00-18:30 CET • 2 February 2012 – 11:30-13:00 CET • 6 June 2012 – 11:30-13:00 CET 	<p>Creating a Virtual Press Office (VPO)</p> <p>A well-designed VPO gives your client or brand a key opportunity to take the high ground, create a resource that is truly useful to the media and ensure a greater share of voice.</p> <ul style="list-style-type: none"> • 24 November 2011 – 17:00-18:30 CET • 16 February 2012- 17:00-18:30 CET • 24 April 2012- 17:00-18:30 CET • 19 June 2012- 17:00-18:30 CET 	

Pitching to Win New Business

Increase your win-rate by sharpening your pitching skills and learning how to: align proposals with the client's objectives, make your pitches memorable; and manage client behaviour during the presentation. This course is aimed at senior level and all those who would like to develop their skills in this area.

- 27 September 2011- 17:00-18:30 CET
- 25 November 2011- 17:00-18:30 CET
- 23 February 2012- 11:30-13:00 CET
- 3 May 2012 – 17:00-18:30 CET

How to Prepare for a Presentation

Being able to deliver effective presentations is an absolute must for anyone working in PR. This course is designed for senior executives and account managers who want to improve their pitch presentation skills and be able to present confidently in public.

- 5 October 2011 – 11:30-13:00 CET
- 24 January 2012- 11:30-13:00
- 27 March 2012- 11:30-13:00
- 24 May 2012- 11:30-13:00 CET
- 24 July 2012- 11:30-13:00 CET

Twitter 101

This seminar introduces Twitter, a micro-blog service that has exploded in popularity, causing marketers and communicators all over the world to take notice.

- 8 June 2011 – 11:30-13:00 CET
- 20 September 2011- 17:00-18:30 CET
- 13 December 2011- 17:00-18:30 CET
- 21 February 2012- 11:30-13:00 CET
- 31 May 2012- 11:30-13:00 CET

Web Tools for PR Professionals

This online seminar takes you through the range of digital tools available to PR practitioners, leaving you confident about what is out there and how to use it.

- 22 June 2011 – 17:00-18:30 CET
- 18 October 2011 – 11:30-13:00 CET
- 25 January 2012- 11:30-13:00 CET
- 8 March 2012- 17:00-18:30 CET
- 8 May 2012- 11:30-13:00 CET
- 5 July 2012- 17:00-18:30 CET

Introducing PR in a Digital World

A practical briefing that acts as an introduction to digital PR and the E-PR environment. This course is suitable from junior to senior level who need to talk to clients about digital PR campaigns and develop e-PR strategies.

- 14 June 2011 – 11:30-13:00 CET
- 13 October 2011 – 17:00-18:30 CET
- 26 January 2012- 11:30-13:00 CET
- 27 March 2012- 17:00-18:30 CET
- 16 May 2012- 17:00-18:30 CET
- 18 July 2012- 11:30-13:00 CET

Understanding Corporate Social Responsibility (CSR)

CSR activities have increasingly become a cornerstone of an organisation's reputation. This course provides you with the understanding and skills to create CSR strategies that will benefit the organisation as well as local communities.

- 7 July 2011 – 17:00-18:30 CET
- 25 October 2011 – 17:00-18:30 CET
- 17 January 2012 – 17:00-18:30 CET
- 6 March 2012- 17:00-18:30 CET
- 2 May 2012 – 17:00-18:30 CET
- 3 July 2012- 17:00-18:30 CET

Crisis PR in a Digital World

For decades there was a formula to good crisis management, but thanks to the Internet a reputation can now be destroyed in a matter of hours, pulled apart not by an army of protesters but by one individual.

- 28 June 2011 – 17:00-18:30 CET
- 12 October 2011 – 11:30-13:00 CET
- 18 January 2012- 17:00-18:30 CET
- 22 March 2012- 11:30-13:00 CET
- 24 May 2012- 17:00-18:30 CET
- 19 July 2012- 11:30-13:00 CET

Google AdWords for PR Consultants

Pay-per-click (PPC) advertising is one of the most widely used elements in the digital marketing mix today, with AdWords the most popular method for creating and managing activity. This course gives practical insight into how to run effective PPC campaigns and integrate online PR, social media and advertising for maximum value.

- 28 September 2011- 11:30-13:00 CET
- 15 November 2011- 11:30-13:00 CET
- 7 February 2012- 11:30-13:00 CET
- 10 April 2012- 11:30-13:00 CET
- 22 May 2012- 11:30-13:00 CET

Measuring and Evaluating PR

This course is aimed at all levels who would like to develop their understanding of how to measure and evaluate PR campaigns.

- 25 May 2011 – 11:30-13:00 CET
- 8 September 2011 – 17:00-18:30 CET
- 22 November 2011 – 11:30-13:00 CET
- 1 February 2012- 11:30-13:00 CET
- 4 April 2012- 11:30-13:00 CET
- 7 June 2012 – 17:00-18:30 CET

Business Optimisation: Can B2B Be Social?

B2B and Corporate affairs often look upon social media as being at the fluffy end of the marketing and communications spectrum. However there is a huge opportunity for business to work with social media. In this session we look at how developing good corporate personas and leveraging social intelligence is beginning to reshape the way that business is being done the world over.

- 20 July 2011 – 11:30-13:00 CET
- 21 September 2011 – 11:30-13:00 CET
- 17 November 2011 – 11:30-13:00 CET
- 15 February 2012- 11:30-13:00 CET
- 17 May 2012- 11:30-13:00 CET
- 11 July 2012- 11:30-13:00 CET

<p>Social Media Etiquette</p> <p>Every PR campaign today must have a social media element it seems. But while social media has few barriers to entry being successful in this area is a whole different ball game! Even though social media is a “relatively” new medium for PR the field is already littered with brands, services and organisations that have failed horribly and, often, spectacularly - damaging their reputation and the perceptions of their target audiences beyond repair.</p> <ul style="list-style-type: none"> • 7 September 2011 – 11:30-13:00 CET • 30 November 2011- 11:30-13:00 CET 	<p>Social Commerce</p> <p>(Course description available soon)</p> <ul style="list-style-type: none"> • TCB 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">INTERMEDIATE</p>
<p>Social Media Strategy & Success</p> <p>This course provides a set of tools to begin integrating social communications into a brand’s marcomms mix. See how brands are changing their approach to communication and review some successes and pitfalls as they begin to navigate the social web.</p> <ul style="list-style-type: none"> • 4 October 2011 11:30-13:00 CET • 7 December 2011 11:30-13:00 CET • 8 March 2012 11:30-13:00 CET • 22 May 2012 11:30-13:00 CET 	<p>Social Platforms for Dummies</p> <p>It may be hard to believe but there is more to social media than just twitter and facebook. In this session we look at the big 5 categories of social media platforms, from content hubs to livestreaming services. Not only that but we look at why people choose to interact with these sites and how this can be leveraged by brands and further inform your social media strategy.</p> <ul style="list-style-type: none"> • 14 July 2011 – 11:30-13:00 CET • 15 September 2011 – 11:30-13:00 CET • 9 November 2011 – 11:30-13:00 CET • 19 January 2012- 11:30-13:00 CET • 7 March 2012- 11:30-13:00 CET • 9 May 2012- 11:30-13:00 CET • 7 June 2012- 11:30-13:00 CET 	
<p>Managing Client Reputation</p> <p>This course provides PRs with techniques for identifying and managing key risks to an organisation’s reputation as well as tools for protecting that reputation when it comes under threat.</p> <ul style="list-style-type: none"> • 6 July 2011 – 11:30-13:00 CET • 22 September 2011 – 11:30-13:00 CET • 23 November 2011 – 11:30-13:00 CET • 22 February 2012- 11:30-13:00 CET • 18 April 2012- 11:30-13:00 CET • 20 June 2012- 11:30-13:00 CET 	<p>Measuring & Evaluating Social Media</p> <p>Social media spending is widely expected to continue to grow, but companies are at a loss as to how much value it brings to their organisations. This webinar details the various tools and techniques that allow PR practitioners to take the best approaches to measuring and evaluating PR-led social media campaigns.</p> <ul style="list-style-type: none"> • 25 May 2011- 11:30-13:00 CET • 8 September 2011- 17:00-18:30 CET • 22 November 2011- 11:30-13:00 CET • 1 February 2012- 11:30-13:00 CET • 4 April 2012- 11:30-13:00 CET • 7 June 2012- 17:00-18:30 CET 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">PERSONAL SKILLS</p>
<p>Understanding Finance</p> <p>Understanding financial information is key to running a profitable organisation. This course provides an overview of the key aspects of finance, helping agency heads to understand management accounts and annual statements.</p> <ul style="list-style-type: none"> • 13 July 2011 – 17:00-18:30 CET 	<p>SEO & PR: How They Work Together</p> <p>Many PRs remain unaware of exactly how search works or how it can form part of a smarter approach to PR. This webinar provides a detailed and practical examination of exactly what factors really do have an influence on search result rankings.</p> <ul style="list-style-type: none"> • 13 September 2011 17:00-18:30 CET • 8 November 2011 11:30-13:00 CET • 21 February 2012 17:00-18:30 CET • 17 April 2012 11:30-13:00 CET • 15 May 2012 11:30-13:00 CET 	
<p>How to Manage Your Time & Workload More Effectively</p> <p>This course offers the means for improving your efficiency in handling the wide range of tasks we undertake each day in the busy world of work. It equips you with practical skills for setting priorities and better managing your time.</p> <ul style="list-style-type: none"> • 1 June 2011 – 17:00-18:30 CET • 19 October 2011 – 11:30-13:00 CET • 8 February 2012- 11:30-13:00 CET • 3 May 2012- 11:30-13:00 CET • 4 July 2012- 11:30-13:00 CET 	<p>How to Grow From a Junior to a Senior Consultant</p> <p>This course teaches you how to develop skills and personal qualities that will help you climb the PR ladder.</p> <ul style="list-style-type: none"> • 7 June 2011 – 17:00-18:30 CET • 26 October 2011 – 17:00-18:30 CET • 24 January 2012- 17:00-18:30 CET • 13 March 2012- 11:30-13:00 CET • 11 May 2012- 11:30-13:00 CET • 5 July 2012- 11:30-13:00 CET 	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">PERSONAL SKILLS</p>

See a complete description of each course and its benefits by following the hyperlinks from the course names above or by visiting www.prca.org.uk/pronlinetraining.

ICCO-PRCA online courses are priced at a discount to ICCO members and then adjusted to be competitive at local market conditions. To ask for information on pricing in your country and to book your place, contact Jessica Lobendhan, PRCA Training Manager, at jessica.lobendhan@prca.org.uk or on +44.20.7233.6026.

For additional information regarding services available to ICCO members, please contact Virginia Hague, ICCO Executive Director, at virginia.hague@iccopr.com.

Trainers for ICCO-PRCA Online Training selected courses



Adrian Wheeler
Partner, Agincourt Communications;
non-executive director at London
Communications Agency; Former
Chairman, GCI Europe



Andrew Bruce Smith
MD, Escherman Limited, a specialist
online SEO and analytics consultancy



Fernando Rizo
Head of Digital Media, Ketchum UK



Nickie Aiken
Crisis Management and Strategic Media
Relations specialist



Sheila Gunn
Adjunct Professor, Syracuse University
(London); Former Press Secretary to
British PM John Major



Steve Dunne
CEO Digital Drums, a digital PR and
marketing strategy consultancy;
Executive Chairman, Brighter Group;
Executive Chairman, PR Training Works



Vyvyan Kinross
CEO, SilverFox PR & Communications
Training