

**INTERNATIONAL CENTER FOR DEVELOPMENT COMMUNICATION**

Kasetsart University, Bangkok, Thailand

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**I. General Course Information**

Title	<b>Public Relations and Events Management</b>
Participants	PR managers, coordinators, IEC materials developers, Communication officers, or anyone whose work involves communicating information to the general public
Date	11-21 March 2014
Venue	ICDC, ETO, KU, Bangkok, Thailand

**II. Background, Objectives and Content**

This two-week course aims to develop the management function that enables organizations to communicate with internal and external audiences to achieve mutual understanding. It does not expect to develop journalists, campaign managers, spokespersons, but it aims to develop among the participants a functional understanding of the role of public relations in the public and private sectors by going through the different activities involved that includes: a clear distinction between PR and advertising, ethical and legal responsibilities, use of language, writing a press release and psa, research for the PR writer, writing for the media and select publics, writing newsletter, brochures, crisis communication and the planning process in managing PR activities. Arranging and managing events are important activities for PR officers.

This training, therefore, is aimed at providing the participants a holistic concept of the different ways of reaching the public through a functional level of communication skills, adept at multi-tasking and time management, organization and planning. At the end of the course, the participants will be able to:

1. explain the distinction between public relations and advertizing, publicity/press agency
2. evaluate and analyze the ethical and legal responsibilities of the PR writer
3. analyze and evaluate the use of specific language to bring about desired results, e.g., the language of news writing, advertizing copy, and direct mail appeals
4. write types of materials used in PR, especially the press release and public service announcement
5. practice the skills and techniques used to deal with media for positive public relations and crisis situations
6. write print and radio advertizing copy and buying space and time
7. develop a plan for an event (MICE) aimed at promoting the organization's services or products.
8. create a short-term PR campaign plan and budget

**III. Training Methodology**

The program is a combination of theory and field practice. Short lectures and substantial practice to enable participants to apply what has been learned is the main method augmented by field visits to organizations to provide insights on best practices in developing materials for PR, departmental organization, facilities, and planning events. In all aspects of the program, the participants are expected to share ideas, raise particular concerns during the discussions, and be able to present a short-term campaign plan and budget at the end of the program.

#### **IV. Evaluation of Performance**

Participants' outputs are evaluated through their small-group presentations to the whole group. Training management is monitored through a daily feedback sheet, a field trip evaluation form and an end-of-course evaluation form by the participants.

#### **V. Costs**

The course fee is US\$1500 per participant which covers cost of tuition, training materials, morning and afternoon snacks, and transportation during field trips including airport transfer.

Not included are costs of accommodation, meals, personal expenses, transportation outside training activities and insurance.

**Note:** ICDC reserves the right to cancel the course if the minimum group size has not been reached.

#### **FOR MORE INFORMATION**

##### **Please contact**

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##### **Upcoming Courses:**

**Behavior Change Communication Planning, 14-24 January 2014**  
**Development & Management of Fund Raising Initiatives, 12-19 February 2014**  
**Advanced Office Productivity Management, 11-21 February 2014**

***Tailored courses to meet specific needs can also be arranged.***

***Deadline of application for PREM Course: 4 February 2014. ICDC reserves the right to cancel the program not later than 18 February 2014 if the minimum group size has not been reached.***