

**BOOKING  
GUARANTEE**

No course cancellations  
See page 143 for details



*London Corporate Training*

*Training Programme 2020*

## *Public Relations and Media*

*Public Relations Management - Level 1 (PR.1A)*



## About London Corporate Training

Established in 1994, LCT celebrated its 25th anniversary in 2019 and is proud to be a leading provider of executive education for international delegates from global corporations, including directors, senior executives, entrepreneurs and business owners.

### The LCT approach

We have built our reputation on the cornerstone of excellent customer service and top quality educators, all of whom have extensive experience in their respective areas of expertise. The result is extremely high levels of delegate satisfaction.

We emphasise the practical element of our delegates' learning experience: at least 50% of each session is spent showing delegates how to apply theoretical management concepts to real-life scenarios. This allows our delegates to utilise the tools and techniques learnt within their respective work scenarios. Our delegates

also benefit from learning from the experience of their peers, who are often from differing cultural backgrounds and business sectors.

Constantly striving for perfection means that we consistently receive extremely positive feedback from delegates, and our service is continually customised to meet their specific requirements. Our dedicated customer service team is always at hand to offer the necessary advice to ensure delegates are comfortable and able to focus all their energies on a positive experience.

### Open Courses in central London

This brochure provides details of our Open Courses, which we offer at different times of the year to delegates from all over the world. Contrary to many other training organisations, we do not cancel courses, so all courses will run providing that there is at least one delegate booked! This course listing was accurate as of October 2019 and so please refer to our website [www.lct.co.uk](http://www.lct.co.uk) for accurate and up to date information on our Open Courses.

Our Open Courses are delivered in our training centre in Hammersmith, London, where we have several training rooms and a delegate lounge for lunch and refreshments. This training centre is located around 30 minutes from London Heathrow and has over 20 high quality hotels and similar accommodation within walking distance.

### Bespoke tailor-made courses for groups

In addition to our Open Courses, we specialise in tailor-made courses that can be delivered anywhere in the world – at client offices, other leading international cities like New York, Dubai, Barcelona, or at our own training centre in Hammersmith, London.


Over the years, we have consolidated our relationship with our clients by developing and delivering tailor-made courses. These customised courses not only provide potential financial efficiencies for larger group sizes, but also provide clients with the added advantage of adapting the course to address their specific requirements. Our experience and expertise enable us to develop almost any courses in the field of business and management. We always involve our expert consultants at an early stage in order to work in partnership with our clients in the design of the specific course, focusing on pre-assessment of the required capabilities and a skills gap analysis, in order to guarantee that the appropriate solutions are delivered.

**“I enjoyed the training, especially the presentation skills of the training consultant; coupled with their depth of knowledge of the various topics covered. I hope to return to LCT.”**

Senior Manager of Finance  
Nigerian Communications Commission

## Our Trainers

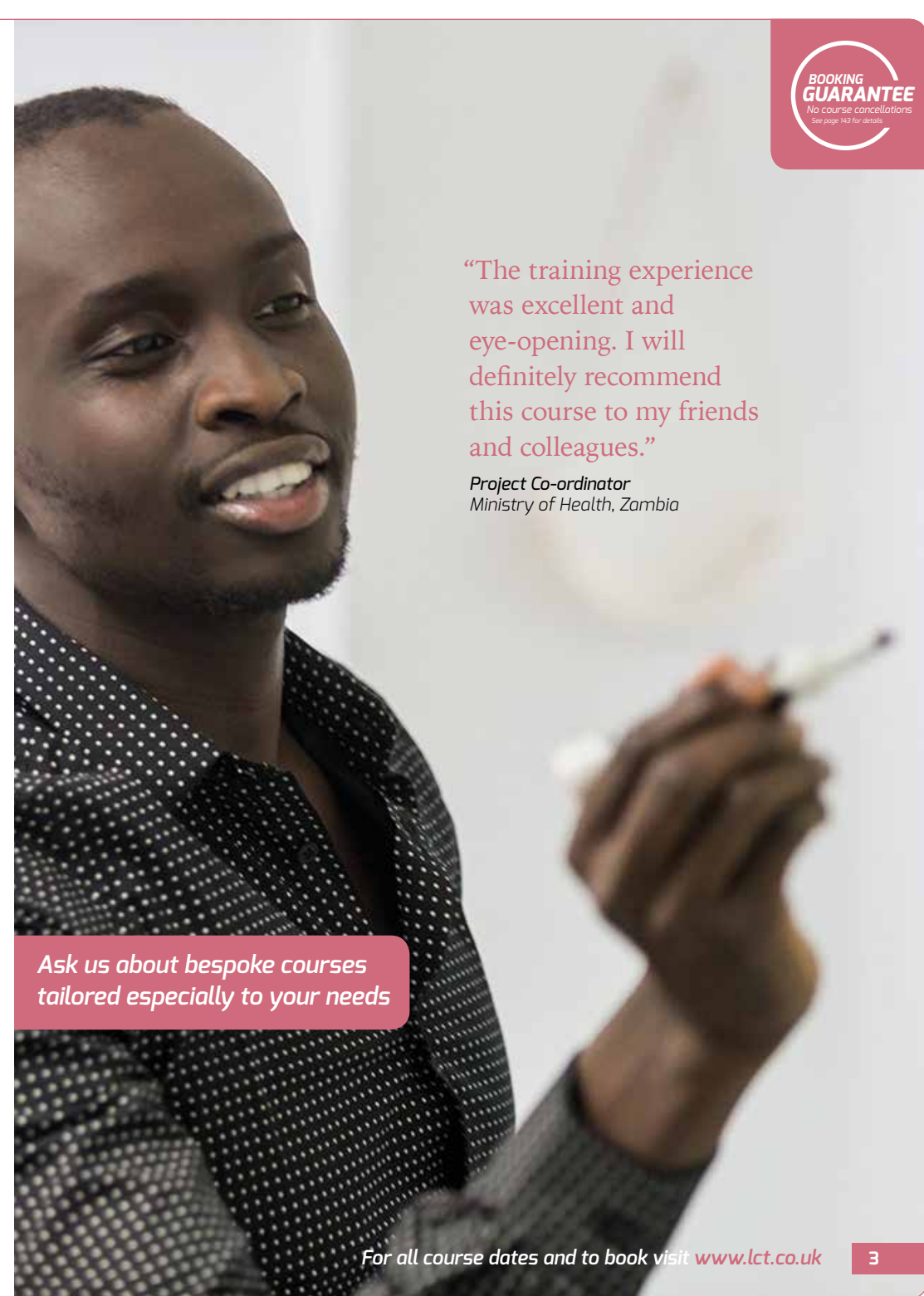
*At LCT a key strength is our wealth of experienced experts, who have delivered tailored courses for clients across the globe. They have the ability to engage with participants at all levels and are committed to getting the very best out of delegates.*

 We are proud to have a team of expert trainers with significant industry experience. Courses are delivered to the highest standards and many of our consultants have achieved widely recognised qualifications relevant to their respective fields.

At LCT we emphasise the practical aspect of the learning process. Actual experience of problems at work allows our trainers to show delegates how to apply theoretical management concepts

to their own business activities. This way we can ensure that participants know how to effectively apply at work the tools and techniques they learn at LCT.

Attendees also benefit from the diversity of our delegates. This extends opportunities to learn from the experience of other delegates from different multi-cultural backgrounds.



*“The training experience was excellent and eye-opening. I will definitely recommend this course to my friends and colleagues.”*

*Project Co-ordinator  
Ministry of Health, Zambia*

*Ask us about bespoke courses tailored especially to your needs*

## Our Training is Assured by Independent Accreditations



This accreditation means that London Corporate Training has chosen to seek external accreditation and receive a review on its processes to demonstrate that it is a high quality organisation. In order to achieve BAC accreditation, the institution has had to demonstrate that it meets BAC's rigorous standards in four inspection areas:

- **Management, Staffing and Administration**
- **Participant Welfare**
- **Teaching, Learning and Assessment**
- **Premises and Facilities**

Education experts from the BAC inspectorate assessed the institution against the council's standards during a formal inspection visit.



Provider of Training Excellence (PTE) / Continuing Professional Development (CPD)

London Corporate Training (LCT) is recognised as a leading, global provider of CPD accredited training and we are delighted and proud to announce we have recently achieved Provider of Training Excellence Status with the Professional Development Consortium (PDC).

The Professional Development Consortium is home to the CPD Standards Office, the CPD Research Project and the Provider of Training Excellence Accreditation. Their wealth of knowledge and research within the Learning and Development Industry and their team of industry professionals on the Expert Advisory Board are a few of the reasons that contribute to detailed and rigorous assessment processes they have in place.

The CPD Standards Office provides recognised independent CPD accreditation compatible with



global CPD requirements. Accredited CPD training means the learning activity has reached the required continuing professional development standards and benchmarks. The learning value has been scrutinized to ensure integrity and quality.

To achieve this esteemed accreditation, London Corporate Training has undergone a rigorous assessment process focusing on four Key Principles:

- **The organisational structure**
- **The learning methodologies we offer**
- **Processes for maintaining excellence**
- **The clients' personal experience - this final principle involves a random selection from the client base and a direct discussion between them and the PDC to gather a first-hand review of their experience working with LCT.**

All participants attending any courses delivered by LCT will earn CPD points/credits enhancing their professional career and these points will be evidenced on a specific Dual Accreditation Certificate which is endorsed by the Professional Development Consortium.



ILM is the UK's leading specialist provider in leadership, coaching and management qualifications. We have over 50 years' experience in leadership development and have helped over a million people to develop essential workplace skills that build them up to be stronger leaders. Through our network of over 2,000 accredited centres, we set the highest benchmarks for leadership and management performance.

ILM is a City & Guilds Group business, bringing a wealth of expertise in professional training, qualifications, learning content, technology and assessment. All ILM qualifications are awarded by The City & Guilds of London Institute. We work with over 2,000 expert learning providers specialising in leadership and management, coaching, training and development to deliver our qualifications and certified training. Our Approved Centres and Recognised Providers are monitored and supported to meet exacting standards in:

- **Knowledge, skills and experience of staff**
- **Quality of learning materials and lesson plans**
- **Training processes, facilities and learner centrality**



London Corporate Training (LCT) - ID: 4758 - is a Registered Education Provider (R.E.P), approved by

the Project Management Institute to provide Professional Development Units (PDUs). The designation as a R.E.P. for the Project Management Institute indicates that an organization has met the Institute's rigorous quality standards and can deliver world class standard Project Management training and education.

LCT has been approved by PMI® to issue applicable Professional Development Units (PDUs) for its pre-approved training courses.

To maintain professional qualifications, the PMI® uses Continuing Certification PDUs. This allows Credential Holders to apply PDUs to the maintenance of their status within the PMI®. One (1) PDU is equivalent to one (1) contact hour of training. These PDUs are used to measure the time and effort a project management professional spends in maintaining his or her PMI® certification. When you successfully complete one of our project management or recognised short courses, you will earn pre-approved contact hours, and a PMI® certificate. These can then be used towards maintaining your status as a Credential Holder or, if not already a member, towards your Membership entry exam.



## Public Relations Management - Level 1

Course Reference: **PR.1A**

Duration: **5 days**

Course fee: **£3,050.00**

**20 - 24 January**

📍 **London**

**20 - 24 April**

📍 **London**

**19 - 21 October**

📍 **London**

### Ask us about bespoke courses tailored especially to your needs

Why not speak to one of our  
friendly advisers?

Call now on **+44 (0)203 609 8690** or  
visit [www.lct.co.uk](http://www.lct.co.uk) to make an enquiry.

## Public Relations and Media

### ABOUT THE COURSE

#### Who should attend?

- Those new to PR Management
- Those who need to understand the rapidly changing media environment
- PR Executives, Assistants and Researchers
- Marketing Executives and Assistants
- Those in PR in public sector, private sector and not-for-profit organisations
- Those in PR at the national, regional and community level
- Those working for international, global or supranational organisations

#### By the end of the course delegates will be able to:

- Practise PR successfully in their organisation
- Assess the range of approaches, methods and techniques required
- Understand the markets and audiences and their different PR requirements
- To write appropriately for all media
- Manage PR events and activities

I have attended several training programs organised by other training providers but the one LCT organised was a significant step up in quality. I am highly impressed by the consultant's experience. Thank you.

**Document Control Officer**  
Nigerian National Petroleum Corporation  
(NNPC)

### COURSE CONTENT

#### What is PR - Public Relations?

- Objectives and key elements of Public Relations
- Importance, benefits and challenges of Public Relations management
- How PR differs from marketing, advertising and sales
- Advantages and disadvantages of all PR options
- Importance of PR internally

#### PR Channels

- Print media and its current and likely future role in PR
- Television and the impact it can have
- Radio - relying on voice only
- Mobile technology and increasing accessibility
- Social media and multi-media  
– growth, complexity and impact

#### Writing for all Media

- What makes a good story?
- How to win and keep reader's attention
- Writing for print: marketing materials, news, features, editorial and letters
- Press releases which are published not ignored
- Writing effectively for electronic media

#### Target Markets

- Requirements of target audiences and stakeholders
- What are your competitors doing and how successfully?
- 15 different types of research to find out the answers
- Identifying the most appropriate way to reach your audiences
- Pitfalls to avoid on messages and content

#### PR Events and Activities

- Organising, preparing for and delivering presentations
- Visits to your organisation by media and journalists
- Lobbying: advantages, risks and impact
- Sponsorship: maximising return on investment (ROI)
- Corporate social responsibility



## Other Public Relations Courses in 2020

### Public Relations Management – Level 1

(PR.1A) **£3,050**

20 - 24 January  
20 - 24 April  
19 - 23 November

### Public Relations Management – Level 2

(PR.1B) **£3,050**

27 - 31 January  
27 April - 01 May  
26 - 30 October

### Public Relations Management – Level 3

(PR.1C) **£3,050**

03 - 07 February  
04 - 08 May ♦  
02 - 06 November

### Strategic Public Relations Management (PR.2A) **£5,250**

20 - 31 January  
20 April - 01 May  
19 - 30 October

### Strategic Public Relations, Protocol and Travel Management (PR.2B) **£5,250**

20 - 31 January  
27 April - 08 May ♦  
19 - 30 October

### Advanced Strategic Public Relations Management (PR.3) **£5,250**

27 January - 07 February  
27 April - 08 May ♦  
26 October - 06 November

### Advanced Protocol and Travel Management (PR.4) **£5,250**

27 January - 07 February  
27 April - 08 May ♦  
26 October - 06 November

### Protocol and Travel Management – Level 1 (PR.4A) **£3,050**

27 - 31 January  
27 April - 01 May  
26 - 30 October

### Protocol and Travel Management – Level 2 (PR.4B) **£3,050**

03 - 07 February  
04 - 08 May ♦  
02 - 06 November

### Advanced Protocol and Events Management (PR.5) **£5,250**

27 January - 07 February  
27 April - 08 May ♦  
26 October - 06 November

### Protocol and Events Management – Level 1

(PR.5A) **£3,050**

27 - 31 January  
27 April - 01 May  
26 - 30 October

### Protocol and Events Management – Level 2

(PR.5A) **£3,050**

03 - 07 February  
04 - 08 May ♦  
02 - 06 November

### Advanced Corporate Social Responsibility (PR.6) **£5,250**

02 - 13 March  
01 - 12 June  
30 November - 11 December

### Corporate Social Responsibility – Level 1 (PR.6A) **£3,050**

02 - 06 March  
01 - 05 June  
30 November - 04 December

### Corporate Social Responsibility – Level 2 (PR.6B) **£3,050**

09 - 13 March  
08 - 12 June  
07 - 11 December

### Strategic Marketing, Brand Management and Public Relations (PR.7) **£3,050**

30 March - 03 April  
14 - 18 December

### Media Relations (PR.8) **£3,050**

22 - 26 June  
05 - 09 October

### Strategic Communication Skills (PR.9) **£3,050**

08 - 12 June  
05 - 09 October

### Brand Management (PR.10) **£3,050**

30 March - 03 April  
14 - 18 December

### Understanding Government Legal Structures, Systems and Legislative Processes (PR.11) **£3,050**

11 - 15 May  
07 - 11 September

### Professional Ethics, Diplomacy, and Communication (PR.12) **£3,050**

13 - 17 July  
14 - 18 December

♦ See page 7 for information about courses that occur during Bank Holidays in the United Kingdom.

## Next Steps

### Course bookings

In order to attend an LCT course, a written registration request must be sent by email to [info@lct.co.uk](mailto:info@lct.co.uk)

Alternatively, a course registration form can be submitted on [www.lct.co.uk/courses](http://www.lct.co.uk/courses)

If the registration is accepted, the course administration department will issue the delegate with an acceptance letter and an invoice. Following full receipt of the course fee payment, a visa letter will be issued to assist with the delegate's application at the British Embassy / High Commission.

### Visas

Following full receipt of the course fee payment, LCT is permitted by the United Kingdom Border Agency (UKBA) to support visa applications. Delegates will be provided with a visa letter to support their application at the British Embassy / High Commission.

All applicants attending LCT courses must apply for a **student visitor visa**. As LCT is accredited by the British Accreditation Council (BAC) for independent further and higher education – a UKBA approved accreditation body – all LCT delegates applying for student visitor visas will be successful provided all the necessary supporting documentation is included.

Below is a list of recommended documents that delegates can include as part of their visa applications:

- **Passport or travel documents, valid for at least six months (the passport must have at least one clear page for the visa)**
- **Two recent passport sized colour photographs with a white background**
- **Correct application form fully completed in English**
- **Visa support letter from LCT**
- **Letter of employment**
- **Six months itemised bank statements/evidence of assets**
- **Letter from your sponsor (employer), confirming they are paying for the course**
- **Evidence of accommodation in London**
- **Relevant diplomas or educational certificates that you have achieved (it is helpful to submit mark sheets/ passing certificates)**
- **Original IELTS/TOEFL Certificate, or other evidence of your ability to speak English**
- **Detailed information with regard to visa requirements can be found on your local British Embassy's website.**

### Language

Fluency in English is an essential requirement for attending courses at LCT.

### Course certificates

Certificates are awarded to delegates who attend and successfully complete the course, showing commitment to their personal development and progression.

### Course venue

Unless informed otherwise, all courses will be held at our training centre located at 3 Shortlands, Hammersmith, London W6 8DA. The closest London Underground Station is Hammersmith.

### Accommodation

Please note, accommodation is not included in the course fees. However, LCT does provide the necessary assistance to ensure that delegates secure suitable accommodation for the duration of their course. Attendees will be supplied an accommodation list, containing details of over 20 hotels within walking distance from the training centre. Payment must be made directly to the hotels.

### Airport transfers

Complimentary transfers from Heathrow Airport are included in the package on offer to all attendees. To take advantage of this free service, delegates must complete and return a transfer form at least seven days prior to course commencement. This service is only available one-way.

### Insurance

We strongly advise that each delegate should be fully covered with their own personal, medical and travel insurance for the duration of their stay.

### Course fees

Include:

- **Cost of tuition**
- **Consultant's preparation time**
- **Course material** (in hard- and soft-copy formats)
- **Pre-arrival documentation including visa support letters**
- **Complimentary Heathrow transfer** (one-way)
- **Welcome packs**
- **Lunches and light refreshments**
- **Internet access**
- **Accredited course certificates**
- **Course photographs**
- **Farewell gifts**

### Value Added Tax (VAT)

VAT is chargeable on all courses at a standard rate of 20.0%

According to UK tax law, non-profit and government organisations are exempt from paying VAT. In order to qualify for this exemption, the client organisation is required to provide an official letter stating that it has been established for non-profit or public service purposes.

### Payment

Course fees **MUST** be paid at least two weeks prior to the course commencement.

Failure to make payment on time will result in an automatic cancellation.

### Bank transfers

Payments should be made in Pounds Sterling to:

- Account holder: London Corporate Training Ltd
- Bank: Natwest Bank
- IBAN: GB08 NWBK 6005 3016 2714 32
- SWIFT: NWBK GB 2L
- Account No: 16271432
- Sort Code: 60-05-30
- Branch address: 314 Chiswick High Road, London W4 5TA

### Cheques

LCT will only accept a/c payee cheques that are made out to London Corporate Training Ltd. The invoice no. and company name must be indicated clearly on the back. Cheques usually take up to five days to clear.

### Credit cards

To process credit card transactions, we require the following essential information:

- Long number across the card
- Start date
- Expiry date
- 3-digit security code on the back of the card
- The address that the card is registered to

### Substitutions

Delegates registered on any course can be substituted at any time without risk of a penalty. Substitution requests must be made in writing.

### Alterations to the programme outside London

LCT reserves the right to amend courses or the published programme or in the event of unforeseen circumstances, to cancel any course scheduled abroad at any time, and offer an alternative date, a full refund or credit, without liability for any consequential loss or damage.

### Cancellations

Cancellations made up to seven days prior to course commencement will qualify for a full refund of the course fees.

Cancellations made less than seven days prior to course commencement will not qualify for any refund.

All cancellation requests must be submitted in writing.

### ◆ Bank Holidays in the United Kingdom

Courses will not be held on the following public bank holidays in the United Kingdom. Where public bank holidays form part of the course dates, alternative arrangements may be offered. Please consult with LCT when booking.

Friday April 10 (Good Friday)

Monday April 13 (Easter Monday)

Friday May 8 (Spring Break)

Monday 25 May (Bank Holiday)

Monday 31 August (Summer Bank Holiday)

## More information

### 1 London Corporate Training

London Corporate Training (LCT) is the UK's leading corporate training provider, offering over 100 short courses (3 days - 3 weeks) in the following subject areas: Advanced Management; Law; Oil & Gas; Soft Skills; Operations Management; Finance; Human Resources; Public Relations; Sales; and Secretarial Skills.

### 2 Markets we operate in

LCT serves numerous markets worldwide including Europe, the Middle East, Africa and Asia with clients operating in the following sectors:

- Oil, Gas and Petrochemicals
- Public Sector
- Banking and Financial Services
- Telecommunications
- Power and Utilities
- Port and Transport Authorities
- Manufacturing

### 3 Training overseas

Yes, LCT offers courses both in London and abroad. Please visit our section on Non-UK courses for more information.

### 4 Tailor-made training

Yes, LCT has successfully designed numerous tailor-made training solutions both in and outside London. For more information, please refer to the Tailor-Made Courses section on the website.

### 5 In-house training

Yes, LCT offers in-house training solutions both in and outside London. For more information, please email: [info@lct.co.uk](mailto:info@lct.co.uk).

### 6 Weather in London

London has moderate summers and mild and damp winters. Having a raincoat or umbrella handy would be a wise choice. In July and August temperatures average around 20°C but can occasionally soar to 30°C or more. In spring and autumn, temperatures drop to between 11° and 15°C. In winter they hover just below 6°C; it very rarely freezes in London and snow is a very infrequent visitor. It may seem mild, but the dampness can often make it feel much colder. A vest, jumper and warm overcoat.

### 7 Discounts

LCT can offer discounts when more than one participant attends the chosen training course. Please email [info@lct.co.uk](mailto:info@lct.co.uk) for such a request.

### 8 Complaints procedure

In the event that you have been less than satisfied with our services please let us know. All complaints, suggestions and feedback are given serious consideration. We will, of course, endeavour to resolve your complaint as a matter of urgency but in the unlikely event that we are unable to resolve a complaint to your satisfaction please contact the British Accreditation Council – their details can be accessed on the following link: [www.the-bac.org/bac-complaints-procedure/](http://www.the-bac.org/bac-complaints-procedure/)





***London Corporate Training***

*3 Shortlands, Hammersmith, London W6 8DA*

*Tel: +44 (0)20 3609 8690*

*Fax: +44 (0)20 3609 8691*

*Email: [info@lct.co.uk](mailto:info@lct.co.uk)*

[www.lct.co.uk](http://www.lct.co.uk)

