

# PR ACADEMY

## Academy Overview:

Today consumers want their brands to address challenges and contribute to positive change. PR plays a critical role in managing and enhancing a brand's reputation. Led by industry experts, you will learn how purpose-driven PR initiatives build trust and credibility and shape public perception.

## Who is it for?

- We encourage professionals from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as PR professionals (Manager/Specialist/Coordinator), Communications Specialist, Social Media Specialists, Influencer Relations Manager, Corporate Communications Manager, Media Relations Manager, Freelance PR Consultants

## Learning Outcomes:

- Look at award-winning case studies of brands who have successfully showcased their authentic commitment to social responsibility and ethical practices, which in turn helps build and maintain a positive reputation among stakeholders
- Use storytelling techniques to convey your organisations/brands value and how it is making a difference to the community or impacting change
- Learn skills to be consistent, transparent to resonate with your audience
- Develop your skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives