



Social Media and Networking for Efficient Public Relations

04th - 08th December 2017

Premier O. R. Tambo Hotel, Kempton Park, Johannesburg, South Africa

5 Credits towards a Higher Certificate in Management

Course Outcomes:

- Understanding and Mastering Social Media Tools and Techniques
- Setting up Social Media Marketing and Networking Plan from Beginning to End
- Addressing the Principles of Online Reputation Management - understanding and protecting a company's reputation
- Making use of Social Media including Facebook, LinkedIn and Twitter to reach influencers, thought leaders and stakeholders and position your company, yourself, your expertise and products
- Familiarize and understand Market and Stakeholder Psychology - How to create highly effective campaigns across Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn and more
- Using tools such as a social media editorial calendar to promote a message and train brand ambassadors
- Using social media tracking and monitoring tools to evaluate social media effectiveness
- Preparing for a potential Social Media Crisis include listening and responding to audience comments in a Social Media channel without causing flaming wars and blog attacks

Who Should Attend?

- Business Continuity Managers
- PR and Corporate Communication Managers
- Risk Managers
- Business Security Managers
- Disaster Recovery Managers
- Contingency Planners and Managers
- Compliance Managers
- Publicist
- Crisis Managers
- Corporate Risk Managers
- Strategy Managers
- Marketing Managers

Your Facilitator's skills lie in facilitating & training and assisting clients with projects dealing with Reputation, OD, Crisis and Stakeholder issues ranging from Corporate Reputation, Reputation Risk, Stakeholder Reputation, Strategic, Crisis Communication and Crisis Management and PR. He has written many a Crisis and Crisis Communications plans including Vodacom when they were merging with Vodaphone. He was the Strategic Crisis Adviser to Statistics SA during the 2011 Census, he advised ATNS – Air Traffic Navigation Services during the 2010 Soccer World Cup. He has facilitated Crisis workshops in Beijing, Australia, Singapore, Malaysia and South Africa. He is a part time lecturer and GIBS and has done numerous guests lecturing at UJ, Monash and UCT. He has spoken at more than 100 conferences in 15 countries.



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