School of Media and Communication

PR CPD – Change Management – Challenges for Professional Communicators

Course Code: S200086

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Sessions</th>
<th>Day</th>
<th>Venue</th>
<th>Fee*</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 July 2011</td>
<td>9.30am – 5.00pm</td>
<td>1 session x 7.5 hours</td>
<td>Tuesday</td>
<td>City Campus</td>
<td>$395</td>
</tr>
</tbody>
</table>

* Discounted fees: PRIA members: $335, Students: $275

Description
This course will provide an understanding of the holistic and evolutionary approaches to change. It will look at differences in thinking, behaviour, culture and systems, and how professional communicators can help deliver successful change programs.

Content
The course will address the foundation skills required for understanding change and an introduction to some models and tools used to manage major change programs. There will be a focus on the emotional experience of change and how best to listen to, lead, involve and inform a workforce.

Outcome
On completing this course you will have an understanding of the process and impacts of change and of how to develop a successful change communication program.

Suited to
This course is designed for people wanting to build their basic change management and communication knowledge and skills.

Course Presenter – Angela Scaffidi
Angela Scaffidi is co-founder of and partner in communication and management consultancy, Scaffidi Hugh-Jones. She specialises in developing strategic communication that supports the change process within large organisations. She has worked on mergers, restructures, and cultural transformation and process improvement programs. Prior to establishing Scaffidi Hugh-Jones in 2002, Angela worked at McKinsey & Company and Turnbull Porter Novelli. She has won several awards for her work.

Materials supplied
Course notes will be provided.

Materials to bring
Pen/pencil and notebook.

Award
Participants will be awarded an RMIT certificate of participation endorsed by the PRIA.

Related Short Courses

Public Relations Continuous Professional Development
- Creating Effective Campaigns with Social Media – Level 1
- Dealing with Difficult Customers and Situations
- Effective Government and Political Relations
- Event Management – Level 1
- Event Management – Level 2
- Influencing Audiences – Professional Presentation Skills
- Integrated Marketing Communication
- Issues & Crisis Management – Level 1
- Issues & Crisis Management – Level 2
- Media Release & PR Writing
- Media Skills Training
- Social Media – Creating a Media Mix That Works! – Level 2
- Strategy Planning – Level 1
- Strategy Planning – Level 2
- Winning Hearts & Minds – Speech Writing
- Working with Not-for-Profits – Creating Corporate/Community Partnerships

Public Relations Certificate
- Media Relations and Social Media
- PR Principles & Practices
- PR Writing
- Strategic PR & Planning

Enquiries and Enrolments

Phone
9 am – 5 pm weekdays
+61 3 9925 8111

Mail
RMIT Training Pty Ltd
PO Box 12058
A’Beckett Street
Melbourne VIC 8006

Online
Website
www.shortcourses.rmit.edu.au
Email
enquiries@rmit.edu.au

In Person
Building 105
Level 9, 501 Swanston St
Melbourne VIC 3000
9am-5pm weekdays
Cash not accepted

Fax
Fax enrolment form to
+61 3 9925 8298

RMIT short course terms and conditions are available at www.shortcourses.rmit.edu.au and on RMIT short course enrolment forms.
Flyer updated 28 January 2011
Continuous Professional Development Program 2011

The role of the public relations profession has changed markedly in recent years. The emergence of global economies, online media, and 24/7 news cycles have created a dynamic new operating environment requiring the public relations practitioner to continually evolve and update skill sets. Being ahead of local and global developments ensures that the PR practitioner is able to deliver tangible value to an organisation, whether they are working in-house or as an external adviser.

PRIA Victoria has worked closely with RMIT for many years to develop training that is targeted at the needs of the public relations industry. A broad range of courses and workshops are now available. Using this training will equip practitioners with the skills needed to enhance career goals and aspirations.

Jack Walden
President
Public Relations Institute of Australia (Vic)

Public relations practitioners today operate in an increasingly unpredictable economic and social environment. Advances in technology and information are challenging many of our traditional approaches. RMIT seeks out the best informed industry trainers to provide you with the knowledge and skills to stay ahead of the field. As a leader in public relations education, RMIT is committed to constantly refining and improving its professional development programs, based on academic research and industry best practice.

Maggie Walsh, MA (Hons), FPRIA
Director
Public Relations Professional Development Programs
RMIT University

How will I benefit?
You will learn advanced aspects of public relations and build your practical professional skills, giving you the edge in best practice. All participants receive a Certificate from RMIT on successful completion.

Who should apply?
» People working in public relations or related jobs
» Those who want to start a public relations career
» Managers who supervise staff in public relations departments
» Those studying in the communication field

Enrolments
Enrolments are accepted online, by phone or facsimile, by mail or in person. Those eligible for a student discount must include a copy of their student card.

As places are limited, book early to avoid disappointment.

Short course terms and conditions can be found on the enrolment form or viewed online.

Need more information?
Visit www.shortcourses.rmit.edu.au for individual course flyers

Contact RMIT Continuing Education Centre
Tel. 03 9925 8111
Fax: 03 9925 8298
Email: enrolments@rmit.edu.au
In person: Level 9, 501 Swanston Street, Melbourne

Disclaimer
Every effort has been made to ensure the information contained in this publication is accurate and current at the date of printing. For the most up-to-date information, please refer to www.shortcourses.rmit.edu.au before booking a course. Prepared Jan 2011.
Wednesday 14 September (9.30 am – 5 pm)
Course code: S200106

Issues and Crisis Management – Level 2
Standard fee: $395  |  PRIA member fee: $335  |  Student fee: $275

Course Description: This course explores the design of realistic plans to program for and handle crises, plus practical exercises that demonstrate how to minimise damage to you and your organisation.
Suitable for: This course is aimed at those who have previous experience in issues and crisis management.

Presenter: Noel Turnbull, former Director, Turnbull Porter Novelli, and Adjunct Professor, Public Relations, RMIT University

Standard fee: $395  |  PRIA member fee: $335  |  Student fee: $275

Marketing, PR, Communications

Working with Not-For-Profits – Creating Corporate/
Community Partnerships

Tuesday 20 September (9.30 am – 5 pm)

Course code: S200108

Do you have a fundamental understanding of what it takes to organise and/or pull together an event which can be successfully pulled together? The principles that apply to large events have parallels in other countries, establishing useful lessons for organisations looking to create and enhance relationships with not-for-profit organisations. When preparing strategies that will set your speech apart.

Presenter: David Schloeffel, Business Adviser, Creative Industries

Standard fee: $395  |  PRIA member fee: $335  |  Student fee: $275

Social Media

Creating Effective Campaigns with Social Media – Level 1

Wednesday 21 September (9.30 am – 5 pm)

Course code: S200109

This course introduces the range of digital media available to communicators. It looks at the place and relevance of each media in today’s context, the importance of strategic development as well as creating and surviving with the commercial requirements. It helps in the path of approaching digital media from the audience or customers’ perspective, examines the latest trends and social changes.

Presenter: David Schloeffel, Business Adviser, Creative Industries

Standard fee: $225  |  PRIA member fee: $192  |  Student fee: $158

Media Skills Training

Course code: S200107

Tuesday 28 September (9.00 am – 1 pm)

This course will provide an understanding of the holistic and evolutionary approaches to change. It will look at differences in thinking, behaviour, culture and organisation. The importance of communication role in the process of managing change is highlighted. It is an essential course to help develop successful change programs. The course will address the foundations skills required for understanding change and an introduction to using techniques used to manage major change projects.

There will be a focus on the emotional experience of change and how best to assist individuals and organisations to make the transition to move positively ahead.

Presenter: Angela Scaffidi, Partner, Scaffold Hugh-Jones

Standard fee: $395  |  PRIA member fee: $335  |  Student fee: $275

Media Skills Training

Creating Media Mix That Works! – Level 2

Wednesday 29 September (9.30 am – 5 pm)

Course code: S200108

This course will be of great benefit to those who want to create and enhance relationships with not-for-profit organisations. It will provide the necessary tools to move positively ahead.

Presenter: Noel Turnbull, former Director, Turnbull Porter Novelli, and Adjunct Professor, Public Relations, RMIT University

Standard fee: $395  |  PRIA member fee: $335  |  Student fee: $275

Marketing, PR, Communications

Social Media

Creating A Media Mix That Works! – Level 2

Wednesday 6 July (9.00 am – 1 pm)

Course code: S200103

This course will provide an understanding of the holistic and evolutionary approaches to change. It will look at differences in thinking, behaviour, culture and organisation. The importance of communication role in the process of managing change is highlighted. It is an essential course to help develop successful change programs. The course will address the foundations skills required for understanding change and an introduction to using techniques used to manage major change projects.

There will be a focus on the emotional experience of change and how best to assist individuals and organisations to make the transition to move positively ahead.

Presenter: Angela Scaffidi, Partner, Scaffold Hugh-Jones

Standard fee: $395  |  PRIA member fee: $335  |  Student fee: $275

Media Skills Training

Course code: S200107

Tuesday 28 September (9.00 am – 1 pm)

This course will provide an understanding of the holistic and evolutionary approaches to change. It will look at differences in thinking, behaviour, culture and organisation. The importance of communication role in the process of managing change is highlighted. It is an essential course to help develop successful change programs. The course will address the foundations skills required for understanding change and an introduction to using techniques used to manage major change projects.

There will be a focus on the emotional experience of change and how best to assist individuals and organisations to move positively ahead.

Presenter: Angela Scaffidi, Partner, Scaffold Hugh-Jones

Online and Distance Learning

Social Media – Creating A Media Mix That Works! – Level 2

Course code: S200103

Wednesday 6 July (9.00 am – 1 pm)

Participating in Web 2.0 enables you to understand the value of social media as a tool for reaching your organisation’s target markets and stakeholders. Using a mixture of lecture, case studies and exercises, you will learn how your organisation can best make use of social media tools.

Presenter: David Schloeffel, Business Adviser

Creative Industries

Social Media – Creating A Media Mix That Works! – Level 2

Wednesday 6 July (9.00 am – 1 pm)

Participating in Web 2.0 enables you to understand the value of social media as a tool for reaching your organisation’s target markets and stakeholders. Using a mixture of lecture, case studies and exercises, you will learn how your organisation can best make use of social media tools.

Presenter: David Schloeffel, Business Adviser

Creative Industries

Social Media – Creating A Media Mix That Works! – Level 2

Wednesday 6 July (9.00 am – 1 pm)

Participating in Web 2.0 enables you to understand the value of social media as a tool for reaching your organisation’s target markets and stakeholders. Using a mixture of lecture, case studies and exercises, you will learn how your organisation can best make use of social media tools.

Presenter: David Schloeffel, Business Adviser