



PROJACS ACADEMY  
by egis



# Mastering the Art of Public and Professional Speaking

التميز واتقان فن التحدث المهني واللقاء التنفيذي

12 - 16 June 2023

Munich / Germany

## Introduction

This Workshop offers an extensive training on Presentation and Communication Skills & Public Speaking and Relations required in today's organizations with practical cases for improving the skills of Effective Managerial Communication and how to cope with its Styles of Aggressive, Passive and Assertive. It teaches the Techniques for Listening and Critical Thinking to improve Communication Skills. It covers the concepts and techniques of PR in organizations.

## Objectives

By the end of this course practitioners shall learn to:

- Foundation of Communication
- Communication Strategy
- Assertive Communication
- Appreciate the importance of asking questions, and what kind to ask
- Communicates openly and honestly giving full and accurate information
- Communication Strategy and How to Develop an action plan for continual Effective communication
- Basis of Public Relations
- R.A.C.E. Technique
- Persuasion and PR Strategy
- Evaluation and Growth of PR

## Who Should Attend?

- Top Leaders
- Top Management
- Middle Management
- Human Resources Management

## Course Outline

### Day One

- Understanding the Foundations of Communication
- Communication Styles
- Communication Strategy
- Achieving Success through Effective Business Communication
- Communicating in Teams and Mastering Listening and Nonverbal communication
- Communicating Inter Culturally
- Diversity

### Day Two

- Audience
- Listening Skills
- Effective Communication
- RACE Technique
- Communication Process
- Composing Efficiently
- Defining Public Relations

### Day Three

- The Growth of PR
- Presentation Skills
- Preparation and Process
- Management
- Public Opinion
- Public Speaking
- Research

### Day Four

- Media Relations
- Electronic Media Relations
- Employee Relations
- Multi- Cultural Relations
- Government Relations
- Consumer Relations

## Day Five

- Investor Relations
- International Relations
- PR on the Internet
- Integrated Marketing Communications
- Crisis Management
- The Golden Age

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation.
- slides and handouts.
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

## Schedule

The course agenda will be as follows:

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

## Course Fees\*

- **5,200 USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

يقدم هذا البرنامج تدريباً مكثفاً على عرض ومهارات الاتصال والخطابة والعلاقات المطلوبة في المنظمات اليوم مع حالات عملية لتحسين المهارات الإدارية الفعالة من الاتصالات وكيفية التعامل مع الأنماط المتمثلة في العدوانية، و السلبية. فإنه يعلم تقنيات الاستماع والتفكير الناقد لتحسين مهارات الاتصال. وهو يغطي أيضاً المفاهيم وأساليب العلاقات العامة في المنظمات.

## الاهداف

بنهاية هذه الدورة سيتعلم المشاركون ما يلي:

- أسس الاتصال
- خطة التواصل
- الاتصالات الحازمة
- تقدير أهمية طرح الأسئلة ونوعها
- التواصل بصراحة وصدق لإعطاء معلومات كاملة ودقيقة
- استراتيجية الاتصال وكيفية تطوير خطة عمل للتواصل الفعال المستمر
- أسس العلاقات العامة
- الإقناع واستراتيجية العلاقات العامة
- تقييم ونمو العلاقات العامة

## الحضور

- كبار القادة
- الإدارة العليا
- الإدارة الوسطى
- إدارة الموارد البشرية