

SEHG IN-PERSON WORKSHOP SERIES

Media And Public Relations

Instructor-Led Workshop · Facilitator Kit

Complete facilitator kit for delivering the SEHG Media And Public Relations workshop on site — training manual, instructor guide, slides, icebreakers, quick-reference sheets, and completion certificates.

WHAT'S IN THIS KIT

01 · Training Manual (participant workbook)

02 · Instructor Guide (facilitator script & timings)

03 · Icebreakers & Activities

04 · Presentation Slides

05 · Quick Reference Sheets (takeaway)

06 · Certificate of Completion

SEHG-SM-2277 · IN-PERSON WORKSHOP KIT

synergyeducationholdings.com

Media And Public Relations

SYNERGY EDUCATION HOLDINGS GROUP · IN-PERSON WORKSHOP SERIES

About This Workshop

In this workshop, your participants will get knowledge they need to manage effectively their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for those times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give your participants a skillset in dealing with the media and the public.

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into those relationships you already have and increase the scope of your network. The larger the scope the more people knows you and offers you opportunities.

Workshop Objectives

- Network for success
- Manage “Meet and Great” opportunities
- Dress for success
- Write effectively
- Set goals
- Manage media relations
- Plan issue and crisis communication
- Use social media
- Deliver effective employee communication

Format & Delivery

- Instructor-led session, delivered on site or SEHG-hosted
- Includes participant workbooks, activities, and takeaway reference sheets
- Every participant receives an SEHG Certificate of Completion
- Pairs with the SEHG online Media And Public Relations course for pre-work and reinforcement

Preparing & Delivering the Workshop

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Before the Workshop

- Review the Instructor Guide end to end — timings, scripts, and activity setup
- Print one Training Manual and one Quick Reference Sheet per participant
- Load the Presentation Slides and test the projector, audio, and clicker
- Choose 1–2 icebreakers from the kit that fit the group size and room
- Prepare blank Certificates of Completion for sign-off at close

Checking Out the Venue

- Adequate seating with clear sight lines to the facilitator and screen
- Projector compatibility, cables, and extension cords tested in advance
- Lighting that lets participants see you, their notes, and the screen
- Space for group activities, plus a table for handouts and materials

Closing the Session

- Recap the workshop objectives and each participant's key takeaway
- Distribute the Quick Reference Sheet as the on-the-job takeaway
- Present the SEHG Certificate of Completion to each participant
- Point participants at the paired SEHG online course for reinforcement

Book this workshop

Contact your SEHG program advisor to schedule this workshop for your team, or add it to any SEHG learning program as the in-person option.

SYNERGY EDUCATION HOLDINGS GROUP

Certificate of Completion

This certificate is proudly presented to

for successfully completing the SEHG in-person workshop

Media And Public Relations

Awarded this ____ day of _____, 20__

Facilitator Name & Title



Synergy Education Holdings Group