



**As part of one of Australia's premier PR companies, Hausmann School of Public Relations (HSPR) is committed to delivering the best in industry-led, hands-on training.**

**We are the only PR industry initiated Registered Training Organisation to provide a nationally recognised qualification focused on PR practice.**

**Online learning, real-time support and hands-on experience will give you the PR skills today's workplace demands and the knowledge and experience you need to get ahead.**

**There are huge opportunities for work-ready practitioners. Whether you are a seasoned executive wanting to up-skill; a recent graduate looking for a career kick start; or embarking on a whole new career path, HSPR can help you.**

professional program

# public relations practice

The HSPR Professional Program: Public Relations Practice has been specifically designed to fill the critical skills gaps for career-changers and/or marketing professionals wanting to step up their PR skills.

Course content has been developed by Hausmann Group, one of Australia's premier marketing communications agencies responsible for developing and delivering cut through campaigns for the world's biggest brands. All HSPR courses represent the opportunity for in-house professionals to acquire big agency specialty skills, tools and templates.

HSPR is the only PR industry-led Registered Training Organisation in Australia – all content is delivered by experts with broad experience creating and managing cut-through communications campaigns for the world's leading brands.

## Course outcomes

You will master practical public relations skills as you work your way through the full cycle of a PR campaign from taking a client brief, to developing a response, to implementation and evaluation of a real-life campaign (in your workplace or ours).

In short, we are laser-focused on equipping you with the skills, tools and experience to create, execute and evaluate a successful PR program – with confidence.

## Who should do this course

Journalists and media professionals keen to transition into a PR career; marketers wanting to upskill in holistic communications; PR practitioners wanting to step up their strategic planning skills; returning-to-work practitioners keen to update their skills; fundraisers and NGO marketing officers keen to expand their communications skill set; and people who best learn new skills through practical executions.

This course is best suited to people with a minimum of three years' professional experience.

# professional program in public relations practice

## Delivery method

A combination of online and face-to-face learning via:

- HSPR learning portal resources, lectures, workplace examples and templates
- Six masterclasses (via live webinar) with subject matter experts to step you through each element, embed learning and address questions/comments
- Two-day intensive workshop to refine your PR strategy, take part in lively group ideation sessions, and develop a bespoke PR campaign for your brand, product, organisation (onsite at HSPR, Sydney or via the HSPR online classroom)
- Three one-on-one tutor sessions to address your specific requirements as you progress through refining your proposal and the implementation phases

## Course duration

Please allow 10 weeks to complete this course (NB. practical activities play out in real time).

## Course content and delivery schedule

We kick off with a Welcome Webinar and an individual skills assessment so we can tailor content to your needs. Then a program of weekly webinars held over the lunch hour covering:

### Week 1: Working in communications

- Key nuances of the PR industry
- Developing a consultant's mind-set
- Balancing commercialism with journalism

### Week 2: Stakeholder management

- Identifying and communicating with key stakeholders
- Building media relationships
- Key message development and delivery

### Week 3: Deciphering a client brief

- Developing a clear, concise and actionable 'reverse brief' for clients and colleagues
- Clarifying objectives and scope for a PR campaign
- Deep dive into target audience, product/brand, channel selection

### Week 4: Developing a strategic plan

- Introduction to strategic planning
- The role of research, insights, strategy and creative in holistic planning
- Leveraging ideas across the paid, earned, shared and owned media channels

### Week 5: Practical Workshop

Day 1: Cultivating a creative solution: small group ideation sessions and discussions; brainstorm to meet your brief (or ours)

- Flexing your creative muscle
- Tools and techniques for brainstorming alone in groups
- Turning ideas into a plan

Day 2: Turning good ideas into a holistic communications plan

- Develop your creative idea across the paid, earned, shared and owned channels
- Drafting your response to brief – how, what, when, where, why, KPIs and costs
- The best techniques for presenting ideas – on paper, in pictures, in person
- Measurement tools & setting KPIs

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## Week 6: Tutor session – Refining your PR plan

- Incorporating feedback; tweaking ideas/tactics to make it work; refining KPIs

## Week 7: Project management tools & techniques

- Moving from planning to action and what happens ‘in between’
- Implementation tools and techniques for keeping on track, on time, on budget

## Week 8: Project management tools & techniques

- Developing client focused project management skills
- Working as a team – managing up, down & sideways
- Client service – building and maintaining positive relationships

## Week 9: Tutor session – Going live!

- Put your program into practice in your workplace (our ours)

## Week 10: Reporting and evaluation

- Evaluation report – contents and collation
- Key learnings for next time
- Budget reconciliations
- Project closure

## Building a portfolio

As part of the course activities, you’ll put into practice what you learn via a fully-fledged PR / communications campaign that you will develop from a brief, implement and evaluate.

## Cost

\$2,500. Payment plans are available.

## Course dates

Please visit [hspr.com.au](http://hspr.com.au) for information on intake dates.

## Earn & Learn

All HSPR courses are designed to allow you to earn while you learn. As such, the HSPR learner portal is available 24/7. Live webinars are held over the lunch hour to reduce impact on your work commitments. All webinars are recorded for those unable to attend in person.

## Support to Succeed

At HSPR we seek to support every learner so they can achieve successful course completion. [HSPRlearners@slack.com](mailto:HSPRlearners@slack.com) acts as a learner community forum and noticeboard for articles of interest, questions and conversations relating to course content and your project. The site is monitored daily and hosted live each twice/week. In addition to your scheduled tutor sessions, individual assistance is available on request.

## Interested to know more?

Please get in touch with Sarah Mason, General Manager, HSPR: 1300 306 703, [sarah.mason@hspr.com.au](mailto:sarah.mason@hspr.com.au)

For more information on HSPR, please visit [hspr.com.au](http://hspr.com.au)

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