



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

**Customer Service Training and Quality Support
2 Days Training**



Public Relations Strategy and Tactics

OVERVIEW



Public relations (PR) is best described as efforts made to get people to think and talk about your business the way you want them to. PR strategy is a very important part of an organisation's marketing plan. It is a good way to gain publicity without advertising.

Good PR has many advantages—it helps deal with problems effectively; it can attract and impress customers, potential employees, suppliers, distributors, possible business partners, etc. and promote an organisation's online presence.

Both online and offline PR aims to get the message across to the target group. While an offline release is created and designed to send out a message, create buzz and garner interests, an online PR story delivers targeted web traffic, helps gain high search engine rankings and assists in building powerful backlinks. Corporate communication is the backbone of PR.

PR uses brand voice to communicate with a target audience in a way they would best understand. Good relations with the press help in the positive portrayal of an organisation to the audience. Press releases are news sources that make media relations a symbiotic relationship between businesses and the press.

Relations with the community promote presence and perception. These relations can be developed through business interactions or community programs conducted for a common charitable cause, with the organisations acting as donor, sponsor or volunteer. Business events are a valuable marketing tool and help create

a positive image of an organisation and its community.

Good PR has many benefits, including increased investments, increased business through new clients, high-end talent and workforce, increased credibility, improved search engine optimisation, among others. A successful PR strategy is extremely important to ensure that PR efforts and initiatives cover all critical aspects and make the best of all available opportunities.

A good PR strategy should cover corporate communication, media relations, community relations, crisis management, event management, among others. Another important aspect for organisations, especially those catering to multiple locations, to keep in mind is that their corporate PR strategy and plan needs to cater and adjust to local trends.

This Public Relations Strategy and Tactics course will empower you with detailed information and knowledge about PR and a PR strategy.

Through this course, you will not only be able to understand the importance of PR but will also be capable of playing a role in activities and initiatives related to the PR plan of your organisation.

The knowledge and exposure gained through this Public Relations Strategy and Tactics course will also give you the required skill and perspective to be a key contributor in devising the PR strategy of your organisation and implementing the same effect, thus demonstrating talent and potential and inviting additional career opportunities for growth and progression.



Course Objectives

The main objective of this Public Relations Strategy and Tactics course is to empower professionals with :

- In-depth understanding and knowledge of PR and the importance of effective PR strategies
- The required confidence and experience to play a key role in executing initiatives and activities as per the PR plan of the organisation
- The required skill, knowledge and perspective to partake in or independently devise an effective PR strategy for the organisation and successfully implement plans and projects as per this strategy
- The adequate skill, capability and confidence to pursue their career in PR, thus increasing the scope for lateral growth and progression
- The required awareness to choose the best-suited Public Relations method for the organisation to gain maximum benefit out of these
- The required knowledge, experience and skill to contribute to increased investments and business for the organisation
- A sense of pride in playing an important part in increasing and establishing the credibility of the organisation

TRAINING METHODOLOGY

All training material are customises courses to suit the training audience and their professional backgrounds and experience. Classroom sessions with presentations by a highly experienced trainer form a major part of the training.

However, trainee participation is encouraged through group discussions, troubleshooting for questions, group activities, projects, etc. Trainees are also encouraged to share their experiences, issues, concerns and best practices from their respective organisations, which are discussed in detail by the trainer.





Organisational Benefits

Organisations whose professionals undertake this course will benefit in the following ways:

- A workforce that is more skilled and equipped to manage PR activities and initiatives for the organisation
- Better and more effective PR strategies addressing the exact requirements and needs of the organisation
- Stronger brand presence and visibility and increased credibility
- Increased investments because of increased credibility
- Better customer relationship management and hence greater customer satisfaction
- Exponential business growth because of a greater number of clients
- Better employer branding and hence recruitment of talented professionals
- Improved search engine optimisation
- Better local connect
- Better crisis management

PERSONAL BENEFITS

Professionals attending this course will benefit in the following ways:

- Better understanding, awareness and knowledge of the importance and impact of good PR
- Enhanced skill and knowledge to devise an effective PR strategy and successfully implement it in one's organisation, thus contributing to brand visibility and presence
- Increased knowledge, capability and experience to explore lateral career opportunities in PR
- Increased awareness and perspective to choose the most effective PR approach or method for one's organisation, demonstrating talent and potential and increasing opportunities for one's career growth and progression
- Increased knowledge and capability to help one's organisation connect locally, in turn, building and establishing one's credibility for growth and progression within the organisation
- A sense of satisfaction contributing to better customer relationship management and client experience
- A sense of pride contributing to the overall growth of the organisation through increased clients and investments



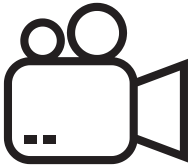


WHO IS THIS PROGRAMME FOR?

The programme is ideal for:

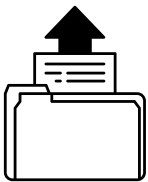
- Top management of an organisation who need to understand the importance of good PR and an effective, customised PR strategy
- Investors who need to understand and assess a firm's credibility, brand presence and future before making any investment decision
- Marketing and sales managers who devise PR strategies for an organisation to increase brand presence and communicate effectively with the intended audience
- Human resource professionals and internal communities responsible for conducting corporate and social responsibility activities and initiatives to increase brand visibility and presence
- Content writers and strategists who prepare content for press releases to ensure that it is easily understood by the intended audience
- Members of PR agencies who support organisations in their PR plans and strategies
- Any other professional who may want to pursue a career in PR or who may want to know more about PR and PR strategies

PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : Different Types of PR

Module 2 : Benefits of Good PR

Module 3 : Components of a Successful PR Strategy

Module 4 : Some Successful PR Strategies

Module 5 : Important Steps for a Successful Media Relation Plan

Module 6 : Important Steps for an Effective Corporate
Communications Strategy

Module 7 : Steps to Adjust Corporate PR Strategy to Local Trends

Module 8: Challenges of PR



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.





**Jakarta International
Customer Service Institute**

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

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