Welcome and Introduction
9:00 AM – 9:05 AM: Ryan Brann, Director of Communications Training – Leadership Institute

Lecture – Introduction to PR Strategy
9:05 AM – 10:00 AM:
- What can PR do for you?
- Understanding the media
- What makes news
- Ethics in PR

Lecture – Coalitions
10:00 AM – 11:00 AM:
- Pros and Cons of working with coalitions
- Identifying and recruiting potential allies
- Coalition tactics to advance your cause

Lecture – Media Relations in PR
11:00 AM – 12:00 PM:
- What journalists want/need from you
- Building your rapport with journalists
- How to pitch stories most effectively

Break: 60 Minutes
AGENDA Continued

Public Relations School (Sample)

Lecture – Social Media in PR
1:00 PM – 2:00 PM:
- Message development
- How to best engage
- How to present/tease longer-term content

Lecture – Crisis Management
2:00 PM – 3:00 PM:
- Having a plan and being prepared before crises occur
- Elements of the plan
- Crisis management team
- Executing plan(s) when crises do happen

Conclusion of Public Relations School
3:00 PM: Ryan Brann, Director of Communications Training – Leadership Institute