PUBLIC RELATIONS UNIVERSITY

STARTING AT $2,000



ASCE's Public Relations University offers an interactive, in-depth workshop designed to equip attendees with essential skills to effectively promote their priorities and advocate for their needs. This training, led by ASCE's Government Relations & Infrastructure Initiatives (GRII) team, provides participants with the knowledge and tools to confidently engage with the media, hone presentation skills for a variety of audiences, and identify effective messaging. The program is designed to provide a foundational understanding of public relations strategies and skills, with a particular focus on how to communicate effectively about key issues.

Program Highlights:

- **Instructor(s):**
  ASCE's Media Relations Team – Experts in public relations and media relations. The instructors bring extensive experience in public speaking and media communications.
- **Format:**
  The virtual or in-person program will include interactive sessions and hands-on exercises designed to help participants build confidence in media engagement and public relations strategies.

Learning Outcomes:

By the end of the training, participants will be able to:

- **Identify** Newsworthy Events: Understand how to recognize and promote events or activities to media outlets.
- **Engage with Confidence:** Develop the ability to effectively communicate desired message to targeted audiences.
- **Apply Communication Principles:** Use core public relations strategies to advocate for needs and enhance the public image of the area of focus to new audiences.

Additional Information:

- **Customization Options:**
  - The Public Relations University can be combined with **Government Relations University**, further enhancing participants' skills in using communication tactics with policymakers at all levels of government.
  - Program length is flexible based on desired topics and level of detail/pre-existing knowledge. Sessions can be conducted in person or virtually through programs such as Microsoft Teams or Zoom.
    - For in-person training, it is the responsibility of the host party to cover travel expenses for the ASCE staff leading the training. These expenses include:
      - Flights
      - Hotels
      - Travel accommodation such as train or taxi to and from the hotel (if applicable) and host site.
      - Daily per diem - $100/trainer

**Content is subject to approval by ASCE Government Relations.Customers interested in webinars are required to provide an abstract prior to acceptance.*

- **Program Length Options:**
  - **Overview Session (90 minutes): $2,000**
    - *Includes:*
    - Overview of today's media landscape
    - Identifying newsworthiness and how to stand out
    - Targeting audiences
    - Crafting a strong message
    - Interview techniques

  - **Half-Day Session (3-4 hours): $3,500**
    - *Includes (all overview topics, and):*
    - PR as a means of maintain brand integrity
    - Navigating new media
    - Role play activities
    - Crisis strategy

  - **Full-Day Session: $5,000**
    - *Includes (all prior lessons, and):*
    - Building a message base
    - Anatomy of PR crisis, protocols, roles
    - Real-time mock crisis exercise
    - Individual practice interviews with feedback

Program Length Options

Overview Session (90 minutes) $2,000 Includes:	**Half-Day Session (3-4 hours) $3,500** Includes overview session topics, and:	**Full-Day Session $5,000** Includes overview and half-day session topics, and:
Overview of today's media landscape	PR as a means of maintaining brand integrity	Building a message base
Identifying newsworthiness and how to stand out	Navigating new media	Anatomy of PR crisis, protocols, roles
Targeting audiences	Role play activities	Real-time mock crisis exercise
Crafting a strong message	Crisis strategy	Individual practice interviews with feedback
Interview techniques		

ASCE
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For more information contact ASCE Sales Team:
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