

TRAINING PROGRAMS: OVERVIEW

Shonali Burke provides in-depth and hands-on training via workshops, starting at half-day (three hour) packages, to industry and non-industry groups alike on communication-related topics, including 21st century public relations strategy and practice, digital engagement, integrated marketing and effective measurement.

While there is no dearth of trainers for the field, Shonali's workshops give attendees a unique classroom environment (drawing on her experience as a Johns Hopkins University faculty member since 2009) that is anything but boring. Programs are structured to create a boot camp-like environment where participants really get the chance to dig into the subject at hand.

Workshops typically include a detailed presentation on the topic at hand, an exploration of case studies, examining specific social media tools and platforms online and in real time (if the specific package calls for it), and hands-on exercises for the participants.

Participants also examine their own unique communication challenges, work on them collaboratively during the workshop, and leave with concrete examples of how to immediately start improving their work.

OPTION 1: Strategic Social PR from A to Z

Today, good public relations entails much more than blindly blanketing the media (and bloggers) with information that's of dubious value to begin with. And more often than not, it entails a strong element of building and managing online community.

In this workshop, you will:

- Learn the three key elements of an effective 21st century "social PR" strategy, and how it differs from "old" PR
- Know which time-tested research and analytical methods you should still use in the 21st century
- Understand why talking at people isn't effective, and how to effectively use today's popular social media platforms to talk with them
- Experience real-time social engagement through workshop exercises and hands-on participation
- Understand how to effectively incorporate measurement, so that it validates and improves your programs and, therefore, your business

OPTION 2: From Passive to Active Listening

There's a difference between "hearing" and "listening." Do you know which it is your organization or business does... and the business ramifications of not doing it well?

In this workshop, you will:

- Learn the difference between "passive" and "active" listening (and 'fess up as to which you've been doing thus far)
- Make the connection between active listening and strategy, and how they have a mutually symbiotic relationship
- Familiarize yourself with different types of listening dashboards (yes, some are free!) and how to use them effectively
- Experiment with simple yet effective techniques to build community through active listening online
- Understand how to put active listening at the center of your communication strategy for better business results

OPTION 3: Smart PR Measurement for the Digital Age

We have more measurement tools than ever before; so many, that we don't know what to do with most of them. And no matter how good a tool is, you still need smart people using it in a smart way, to derive the most benefit.

In this workshop, you will:

- Learn the basics of good PR measurement and, conversely, the seven deadly sins of bad measurement
- Understand how to differentiate between fact and fiction in the measurement context, and the two acronyms to stay far away from
- Master the process behind creating effective and realistic measurable objectives
- Learn how to incorporate online analytics into your PR measurement (yes, it can be done)
- Understand how to make the right kinds of correlations between your communication efforts and your organization's business objectives

OPTION 4: Social Media for the C-Suite

Gone are the days when "social media" was the domain of your twenty-something employees. Today, social platforms are where your customers and constituents of all ages and stages literally live online.

If you're a business leader, you should take this workshop to:

- Examine key social media platforms, and understand how they work on both personal and professional levels
- Review how businesses of all sizes have effectively used social media to support and reach business goals
- Experience the benefits of real-time social engagement through workshop exercises and hands-on participation
- Understand the kinds of metrics your social media team should and shouldn't use when reporting back to you

Please note: you can either use one of these as a starting point, or request a custom-built workshop from scratch. Either way, you get a tailored training program that will better equip you and your colleagues to deal with the digital world.

TESTIMONIALS

Here's what a few satisfied clients and trainees have to say about Shonali's approach, curricula and content:

"In a field that's crowded with speakers and trainers, Shonali's no-nonsense, hands-on approach stands out as much for its refreshing clarity as much for her humorous and engaging presentation style." ~ Kathy Barbour, APR, Baptist Health South Florida, and Executive Committee & Board Member, PRSA

"With her diverse knowledge and experience, timely content, and pleasant professional style, I highly recommend Shonali to any group looking to deepen their understanding of social media and digital strategy." ~ Laura Parsons, Idaho Association of REALTORS ®

"Working with Shonali gave us an opportunity to engage with a community of supporters who taught me more than I ever expected. I'd jump at the chance to do it again." ~ Lauren Meling, USA for UNHCR

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