

Course Overview:

Through this workshop we develop skilled negotiators who can win in business. It's practical and immediately useful. Theory and models reinforce new skills in relationship building, creative strategies, critical negotiating techniques and behaviors. This can remove pressure and conflict and create impact in negotiation situations. Analyze and assess the latest public relations concepts and strategies in a variety of contexts.

Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.

Course Objective:

- Develop trust and build better relationships within negotiations
- Plan strategies for preparing and conducting negotiations
- Value concessions and knowing when to walk away
- Consider the options and select suitable outcomes
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.
- Use knowledge to acquire an advantage in negotiations
- Get better deals by removing mental constraints.

Course Outline:

- The fundamentals of negotiation
- Body Language Skills
- Public Relations
- Public Relations and Communication
- Public Relations Responsibilities

Who Should Attend:

Management team, supervisors and any worker from all departments

Training Language:

EN / AR

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation