

Introduces

# Lean PR Clinic

## Your communication strategy deserves a fresh treat

This year we all had to accept that the global economic troubles are here to stay. How about next year? **Are you ready to get the maximum from your communication?**

Media Education CEE offers you Lean PR Clinic, a one-day of intensive PR advisory. Take a fresh look at what you do. How can you do more with a lower budget? Where is your target audience? How to leverage the new social media to achieve better PR results?

**Think efficiently. Act lean. Give your communication strategy a PR detox.**



*“My experience as a media trainer and advisor shows that **efficiency** will be the key word for PR professionals in 2012. To be efficient we need to step back and re-evaluate what we do with fresh eyes. Fresh and innovative ideas that will take you where you want to get: this is the highest added-value that I propose you through Lean PR Clinic.”*

Cristina Muntean, founder, Media Education CEE

**Concept:** The Lean PR Clinic is one day of advisory and training for your PR team and management. We will sit down and evaluate what you do in terms of public communication and show how you can do it better. **We will assess the “waste” in your efforts and focus on how to get more with less money.** We will brainstorm to find solutions that will transform your communication next year. If it benefits you, we can split the eight-hour Clinic into two days — all to assist you in maximizing your PR efforts.

**Who should attend the Clinic:** A company’s marketing & PR director + the PR team, including the external PR agency account manager. Members of the company management are more than welcome to join the Clinic.

**Format:** 4 modules of 2 hours each.

# Content

## Module 1: Lean thinking

- Strategic communication. Business goals vs. communication goals in 2012.
- Audience management. Who is my public?
- Analysis – communication channels. What could be done better?
- New communication channels at hand. Inclusion, leverage and optimization.

## Module 2. Lean messaging

- What are you trying to say? What is your story in 2012?
- Message shaping. Focus. Consistency.
- How to get rid of your marketing noise that estranges your public.

## Module 3. Lean content

- Content management in 2012.
- How to get the best from your website, newsletter and other forms of direct communication.
- Brand journalism – what it is and what it isn't. Is it for you?
- Blogging. Should your company / CEO / CMO run a blog?

## Module 4. Lean sharing

- Social media challenges for your company. Strategy review.
- Social media management. Best practices.
- Communication leverage. You are what you share.
- How to maximize your communication efforts all along 2012.

## TELL YOUR BOSS...

- **Less is more.** When you focus now on the right things to do in 2012 thanks to the Lean PR Clinic, it will save you money in the long term.
- **Fresh is good.** You are a professional, and so is your PR agency. However, it's worth investing into a professional fresh third-eye point of view.
- **We need to be efficient.** It's better to sit down and focus for one day than to blunder for one year. Lean PR Clinic will help you do just that.

## Cristina Muntean – References

### **Ivana Goossen, Director, Executive MBA Program and Center for Executive Education at University of Pittsburgh**

*“It takes a rare gift, outstanding knowledge of the media world, and the skill of a coach to teach a person to craft a message both interesting to journalists and memorable to the reader. Cristina Muntean does an outstanding job of teaching you to be media-savvy while still being yourself.”*

### **Helena Liška, Marketing & Communications Director, Mazars Czech Republic**

*“I attended Cristina’s training ‘Where is my story.’ If you want to be sure you are investing your media training money right, go for her. I can prove it, too: within a year, we more than doubled (!) the amount of media coverage and its quality in all criteria — the number of citations in high affinity media, relevance of the transmitted messages, an increase of the brand’s prestige by being quoted in a ‘good company’ of peers and competitors, getting certain specific issues associated exclusively with our brand. We get spontaneous feedback on being seen, read and listened to from our clients, business partners, friends and staff, so we know. All of it is thanks to the Cristina’s ‘tell the right story to the right people in a right way’ training.”*

### **Lishbit Fajardo, Public Relations Manager, International Women’s Association of Prague**

*“Cristina made me realize once again why I fell in love with my chosen career of communications. The course was an excellent brain trainer and a source of valuable information for non-Czechs living in this country.”*

### **Monika LeMoine, Business Development & Marketing Manager, USBSP**

*“During Cristina’s workshop we were exposed to information that journalists are looking for in order to capture their attention. There was also ample time for attendees to express their individual needs. The workshop was exciting, helpful and interactive, with thorough feedback from Cristina.”*

## References - Media training, coaching and advisory



## Order other MediaEd in-house communication courses:

*What is my story?*

*Strategic media relations*

*Corporate content management*

*Communication for lawyers, financial advisors and NGOs*

*Social media in a nutshell*

*Event management for media success*

## Order Media Education CEE reputation management services:

### Advisory

- Assessment
- Communication & media audits
- Strategy advisory

### Training & coaching

- Communication skills
- Media training – media relations
- Individual media coaching
- Social media training

### Implementation

- Content management
- Media relations
- Social media management



Media power.  
In your hands.