

TRAINING BY

LSPRNG | London School of Public
Relations Nigeria



Grow Public Relation Competencies Across Your Institution/Organization.

FOUNDED: LSPR has provided training since 1992

TRAINED SECTORS: PR and communications firms, financial, consumer, oil & gas, and other businesses.

London School of Public Relation is embedded within one of Africa's most forward-thinking PR and digital advertising agencies - **Teksight Edge**. We offer tailored corporate training for businesses in emerging ROI-centered Public Relations. These courses equip your employees with the skills to unlock powerful opportunities for your business and strengthen your marketing management competencies.



WHO WE ARE



Previously
Trained

London School of Public Relations (LSPR) is a specialized training organization providing professional development courses in Public Relations, Advertising, and Digital Services. As a franchise of the esteemed London School of Public Relations, LSPR Nigeria maintains the same high standards of training, guiding clients to become professionals in the field of public relations.

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COURSES OFFERED BY

LSPRNG | London School of Public
Relations Nigeria



PUBLIC RELATIONS AND COMMUNICATIONS COURSES



Gain a thorough understanding of the latest trends in PR, branding, and communications with our range of practical, industry-focused courses.

A choice of 1, 2 or 5 day CPD accredited certificates and Diplomas.

Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

The Fundamentals of Public Relations

PR01

Learn how to develop robust strategies that enhance the reputation of your brand and corporate image. Gain an understanding of how maintaining a positive reputation is fundamental to managing a successful brand.

TOPICS COVERED:

- Building a robust reputation and managing your brand
- Creating PR strategies and impactful campaigns
- Managing Risk and Crisis
- Enhancing stakeholder engagement
- Developing and implementing CSR, ESG and Sustainability strategies
- Effectively handle media relations and press campaigns

WHO IS IT FOR?

The course is suitable for anyone who needs to learn about the overall strategic roles and functions of public relations, and the value it can add to your brand. Perfect for, but not limited to PR professionals, communications managers, and team leaders.

Cost: NGN
1,200,000
5 days
(Virtual)

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Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

Branding and Reputation Management PR02

The course will help you understand the approaches to building trust, reputation, and loyalty for your brand. It will guide you with creating successful, engaging, and effective communication strategies. Learn how successful brands have been exposed to change and how they have adapted with robust, yet flexible strategies that have helped shape the brand's positioning.

TOPICS COVERED

- Establishing your PR goals and objectives
- Creating successful internal communications strategies, to gain maximum engagement
- Identifying your external audiences, and establishing engagement
- Using S.M.A.R.T objectives to achieve your PR goals
- Planning your budgeting, in terms of human and other resources, for the best outcomes
- Evaluating and measuring the success of your PR campaigns

WHO CAN TAKE THIS COURSE

The course is for anyone working in PR and establish a structured approach to their PR planning activities.

This course is included in

PR01 course
PR10 course
PR11 course



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Course

PR STRATEGIES AND CAMPAIGNS PR03

Gain a practical understanding of how to successfully plan your PR campaigns and explore the approaches of planning a PR strategy.

TOPICS COVERED:

- Establishing the objectives of your PR campaigns – toolkit: SMART goals
- Creating successful internal communications strategies, to gain your team's engagement and utilise their skills
- Identifying your external audiences, and enhancing engagement
- Planning your budgeting, by allocating resources, for the best outcomes
- Techniques to enable your campaign to deliver a good R.O.I

WHO IS IT FOR?

The course is suitable for anyone who wants to bring some structure and planning to their PR activities in a practical and engaging atmosphere.

This course is included in
PR01 course
PR10 course PR11 course

NGN
254,000
1 day
(Virtual)



Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

PERSONAL BRANDING PR04

The brand you build around yourself is perhaps the single most important way you can stand out in your spheres of influence.

Explore the power of body language, voice, tone, pitch and charisma to take control and optimise your brand presence and future opportunities.

TOPICS COVERED:

- Understanding the impact of influence and impression management
- Harnessing empathy, leadership, and reputation management
- Linking with executive presence and leadership Understanding the psychology behind influence
- Creating an individual, impactful brand
- Building your confidence and credibility
- Utilising effective body language for different occasions

WHO IS IT FOR?

If you are looking to make an impact within your organisation, or whilst building up your business, then this course will support you by exploring personal brand strategy, and practical guidelines to ensure you create positive impressions and impact.

Cost: NGN
254,000
1 day
(Virtual)

This course is
included in
MLO2
MLO3



Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

CSR AND SUSTAINABILITY PR05

Gain an understanding of how CSR impacts business operations to maximise organisational benefits, reduce costs and risks to society, whilst keeping focused on maintaining the brand value and reputation.

Explore how to develop a CSR and ESG culture, alongside socially responsible strategies, to enhance stakeholder engagement.

TOPICS COVERED:

- Exploring current social and environmental perspectives of CSR and ESG
- Learning how CSR helps build brand equity, improves reputation, and enhances trust and values
- Discussing the integrity of CSR for Internal/External communications and stakeholders
- Utilising strategies and methods to communicate CSR ideas and programmes
- Case studies: examples of good vs bad practice



WHO IS IT FOR?

The course is suitable for individuals who want to further their knowledge and understanding of Corporate Social Responsibility. It will benefit those who work for a wide range of sectors, in non profit, government and private industries.

COST:
NGN
254,000
1 Day
(Virtual)

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COURSE

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

Presenting and Pitching Skills PR06



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Learn effective presentation techniques and how to confidently apply them.

Whether you are pitching to clients, summarising performance, reporting to stakeholders, or explaining your vision, this course will provide the key skills needed to present with confidence.

TOPICS COVERED

- Understanding and using body language to create impact, style and influence
- Using your voice to create impact and emphasis
- Understanding your audience, building trust and rapport
- Listening and applying emotional intelligence
- Staying on topic
- Anticipating questions and preparing answers

WHO CAN TAKE THIS COURSE

If you are looking to see real results in improving your communication skills, and abilities to deliver in a confident, professional and engaging way, this course will help you build your skills. The training aims to give you measurable gains in communication, personal growth and your professional corporate image.

This course is included in

PR08 course
PR10 course
MR01 course
ML03 course

NGN
254,000
1 Day

COMMUNICATIONS AND MEDIA RELATIONS PR07

The course is designed to train you on how to confidently engage with the media, produce content and plan your media campaigns to further your presence in the industry and to amplify your career.

TOPICS COVERED:

- Understanding the media landscape and how you can operate within it
- Building your contacts and relationships with the press
- Improving your communication skills
- Producing stories and content that resonates with the media and target audiences
- Creating a strong PR angle and delivering clear, positive messages via the press
- Harnessing the power of influencers for your clients

WHO IS IT FOR?

The course is suitable for anyone looking at improving their reach and engagement with clients, as a consultant in communications and media relations. If you are looking for practical input and ideas to prepare you for the road ahead, then this is the right course for you.

This course is included in

MR01 course

Cost: NGN
254,000
1 days
(Virtual)

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Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

PRESENTING SKILLS FOR PR08

Explore what elements and conditions are required to deliver high-impact presentations as a leader. Good presentations make employees enthusiastic about their organisation. Powerful presenters motivate and inspire teams and audiences. If a leader cannot communicate in a compelling way, then there is a risk of that organisation failing.

TOPICS COVERED:

- Developing your presentation skills and building your confidence
- Developing your individual style and charisma
- Understanding your audience, building trust and rapport with your audience
- Improvement of communication and story-telling skills
- Harnessing your leadership strategies for creating positive impact and influence

WHO IS IT FOR?

The course is designed for senior managers and those in leadership or executive roles, who need to present ideas to a variety of clients and audiences.

**This course is
included in**
PR06 course
PR14 course

**Cost: NGN
517,000
2 days
(Virtual)**





Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

Leadership in Public Relations PR09

Learn the essential skills required to excel as a leader in public relations. Gain a full understanding of how reputation is the primary strategic route to success for businesses in the digital age. Understand how you, as a leader, can build trust within your brand and develop a strong reputation and image.

TOPICS COVERED:

- Exploring your leadership style and behaviour towards a dynamic context
- Inspire your team members towards collective achievement of goals
- Improving your listening skills and tackling performance problems effectively
- Enhance your communication skills and systems
- Build a high performing team that understands team culture and cohesiveness

**Cost: NGN
517,000
2 Days
(Virtual)**

WHO IS IT FOR?

This course is for team leaders, senior management and PR executives, looking to improve their management style, confidence, performance and leadership skills.

**This course is
included in
ML10 course
ML08 course**

Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

Branding and Media Skills for PR Professionals PR10

Discover how to make informed decisions for your branding strategies, create communication campaigns and how to confidently pitch these ideas to stakeholders.

The course provides useful frameworks needed to manage strong brands, create a cohesive corporate identity, and create strategic media communications plans.

TOPICS COVERED:

- Creating effective strategies in branding and reputation management
- Developing your public relation strategies and campaigns
- Enhancing your presenting and pitching skills
- Exploring and utilizing analytical tools for PR professionals
- Understanding different media relations and writing compelling press releases
- Building your network with journalists



WHO IS IT FOR?

The course is recommended for PR professionals and agency professionals who need to develop or manage complex and multi-faceted PR strategies.

This course includes

PR02 course
PR03 course
PR06 course
PR13 course
PR12 course

COST:
NGN
1,200,000 Naira
5 Days
(Virtual)

Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

PR MARKETING AND COMMUNICATION PR11

Develop a practical understanding of digital marketing, market research, innovation, customer analysis & brand management to create a seamless digital presence, whilst ensuring consistency of messaging with offline channels.

You will acquire the latest knowledge on digital and social media marketing, brand management, creating a narrative, and the power of influencers.

TOPICS COVERED:

- Understand the trends and developments in the communications and PR industry
- Build a robust reputation through trust and transparency into the brand
- Manage a successful brand
- Create PR strategies and impactful campaigns
- Manage risk and crisis
- Enhance stakeholder engagement
- Develop and implement CSR and sustainability strategies
- Effectively handle Media relations and press campaigns

WHO IS IT FOR?

The course is suitable for marketing managers and senior management, IT managers, graduates, small business owners, career changers or anybody who needs to create and apply a digital marketing strategy for their organisation.

This course includes

PR02 course
PR03 course

Cost: NGN
1,200,000
5 Days
(Virtual)



Course

MEDIA RELATIONS AND PRESS RELEASE WRITING PR12

Learn how to confidently engage with the media, plan your media campaign and write press releases that stand out. Improve your media writing skills and be confident in what you deliver to press contacts and outlets, by learning how to design press releases that are on target for your media campaigns.

TOPICS COVERED:

- Understand the different types of media and build your contacts with journalists
- Write effective press releases, with a focus on structure, tone and balance
- Develop a successful media strategy
- Frame your branding messages within your media communications

WHO IS IT FOR?

The course is designed for those PR and communications professionals with existing knowledge and experience in some elements of media and press campaigns. The training is pitched at a level to help you develop your strategic approaches to media campaigns and is suitable for anyone looking for a well-rounded approach to media relations.

This course is included in

PR01 course
PR10 course
MR01 course
WC01 course

Cost: NGN
254,000
1 day
(Virtual)



COURSE

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

ANALYTICAL TOOLS FOR PROFESSIONALS PR12



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Discover the analytical business tools used to facilitate planning and forecasting.

Gain insights on how to apply specific measurement tools to help you gather factual information to base your business decisions on.

TOPICS COVERED

- Understanding financial analytics tools
- Maximise the value in gaining brand equity and competitive advantage
- Apply key financial tools that can be used in the prevailing market
- Understand how to use strategic analysis tools to help the process of decision making and in setting the right goals and objectives

WHO CAN TAKE THIS COURSE

The course is suitable for PR professionals who wish to improve analytical skills and use measurable tools for strategic advantage. It will help you have more control over the choice of PR campaigns and gain robust information to base decisions on.

**This course is
included in**

PR04 course

Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

COMMUNICATIONS AND STORY-TELLING PR14

This practical and interactive communication course is designed to address both internal and external audiences. You will learn the key elements to conveying an inspiring message in an impactful, clear manner to create audience engagement. Throughout the course there will be opportunities to practice storytelling and learn from role model examples.

TOPICS COVERED:

- Choosing the right story and applying effective storytelling skills
- Establishing the key elements of storytelling Creating narrative patterns
- Enhancing your speaking techniques
- Reaching and engaging an audience
- Achieving your communications objectives

WHO IS IT FOR?

For those interested in developing skills in the art of delivering a business narrative that is attention-getting and memorable in order to effectively inspire and influence others.

This course is included in

PR01 course
PR10 course
PR11 course

Cost: NGN
254,000
1 Day
(Virtual)



Course

PUBLIC RELATIONS AND COMMUNICATIONS COURSES:

UTILISING ARTIFICIAL INTELLIGENCE IN PR AND COMMUNICATIONS PR15

Professionals with the mindset, skills and roadmap needed to effectively leverage AI tools and building a strategic understanding of the AI landscape and options for communicators. Through hands-on sessions, participants directly experience popular AI writing assistants, analytics and more using real examples.

TOPICS COVERED:

- Current real-world examples of AI in PR and communications.
- Developing an overall AI strategy for comms functions.
- Hands-on use of tools like automated copywriting and image generation.
- Enhancing your speaking techniques
- Methodologies for phasing in AI transformations.
- Processes for measuring ROI of AI and ideal human + machine combos.

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COST:
NGN 367,000
1 Day
(Virtual)

WHO IS IT FOR?

The course is suitable for those interested in leveraging AI for faster market research, improved audience targeting, automated content creation, predictive analytics, and increased message resonance.



Risk and Crisis Management courses

Identify and manage issues, anticipate risk and plan for a crisis in order to protect your reputation.

Our courses place emphasis on understanding vulnerability, threat analysis, media handling and establishing crisis plans.

Risk Management and Crisis Communications Courses:

Fundamentals of Risk Management and Crisis Communications RC01



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Learn to prepare for a crisis, develop a crisis plan and assemble a crisis team.

Improve your understanding of risk management and understand how to prepare a risk assessment of your organisation by correctly assessing and quantifying threat.

TOPICS COVERED

- Managing your crisis communications
- Planning for event security
- Enhancing internal communications and engagement
- Understanding risk and crisis management
- Preparing for media handling during a crisis

WHO CAN TAKE THIS COURSE

The course is essential for those managing the reputations of an organisation or brand to avoid a crisis spreading at rapid speed. It is suitable for anyone in communications who needs to put robust crisis plans in place to protect reputation.

This course is included in

RC03 course
ML08 course
RC05 course
RC02 course
RC04 course

NGN
1,200,000
5 Day



Course

Risk Management and Crisis Communications Courses:

Risk and Crisis Management RC02

The training covers how to develop and deliver holding statements, handle impromptu interviews, organise effective press conferences and deal with media requests. It also helps you develop the skills and confidence to deal with major crisis interviews.

TOPICS COVERED:

- Understanding the different types of risk and the benefits of risk management
- Exploring risk and issues assessment techniques to minimise exposure
- Assembling your crisis team
- Utilising internal communications and leadership during a crisis
- Implementing reputation management and social monitoring during a crisis.

Cost: NGN
254,000
1 Day
(Virtual)

WHO IS IT FOR?

This is suitable for mid-level spokespersons who may need to speak with the media over the phone, or do pre-recorded, or live radio and TV interviews. It equips you with the practical tools to handle difficult questions, stay on message and prepare your communications with the media during crisis situations.

This course is included in

PR01 course
RC01 course

Course

Risk Management and Crisis Communications Courses:

Crisis Communications RCO3

It is inevitable that at some stage your organisation will encounter risk and crisis situations. Ensure your communication function is primed to respond rapidly and effectively in a crisis to manage your business' most valuable asset: its reputation.

TOPICS COVERED:

- Understanding different types of risk and exploring the benefits of early risk management and intervention in avoiding a crisis
- Preparing a crisis communications plan and manual
- Integrating your internal communications strategies to your crisis planning
- Preparing robust media messages and understanding how to manage your communications with the media during a crisis

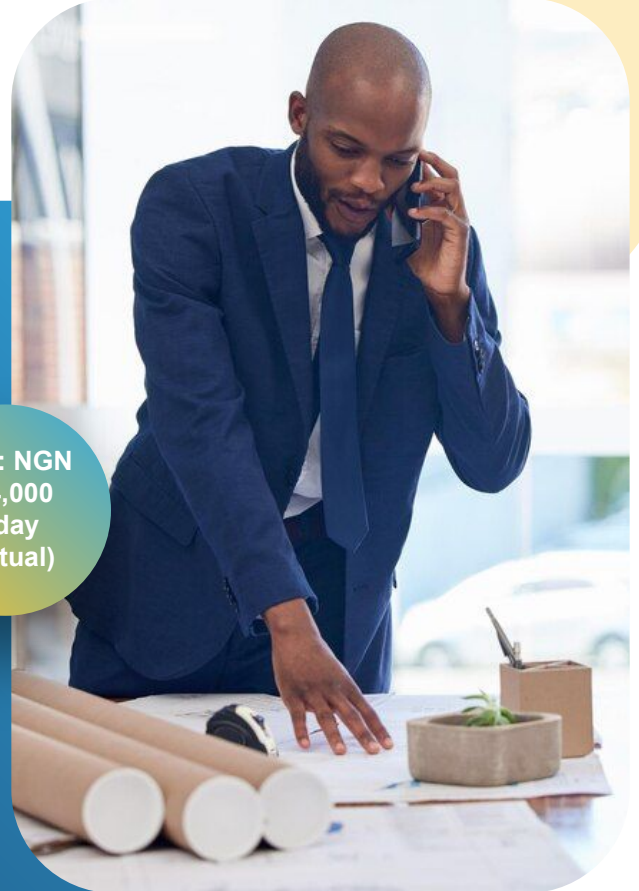
WHO IS IT FOR?

The course is for anyone involved in preparing crisis messaging and communication plans in readiness for risk and crisis situations.

The training is essential for anyone involved in managing risk, in internal and external communications and in protecting the reputation of brands.

This course is included in
RCO1 course
MR01 course

Cost: NGN
254,000
1 day
(Virtual)





Course

Risk Management and Crisis Communications Courses:

CRISIS MEDIA HANDLING RC04

When a crisis strikes, the way that you communicate with the media is often critical to emerging with an intact reputation. It is critical that you, and your crisis communications team are confident in handling media interview techniques and remain compassionate, authoritative, and in control.

TOPICS COVERED

- Handling media interview during a crisis using best practice using role play and feedback
- Preparing crisis messages and being proactive and not reactive
- Giving interviews under pressure and dealing with difficult and tricky questions
- Communicating in a rapidly developing situation before the full facts are known
- Effectively using body language, and tone of voice

WHO CAN TAKE THIS COURSE

The course is suitable for those working in PR and communications or looking to enter the industry, by giving you the essential practical tools for handling media relations and crisis communications.

**This course is
included in**

RC03 course

Course

Risk Management and Crisis Communications Courses:

EVENT SECURITY

Events are impacted by poor planning, severe weather, security threats, and other unforeseen circumstances. Investigations discovered that not only were the events foreseeable and predictable, but may have happened before. The training will help you manage events and be proactive in anticipating issues and managing risk.

TOPICS COVERED:

- Planning for events on an operation and strategic levels
- Applying the principles of risk management to event planning
- Assessing the event risks for security threats for public safety and crowd management techniques
- Understanding how to co-ordinate the roles and responsibilities of organisers, suppliers, and emergency agencies
- Evaluating contingency planning – creating a contingency plan to mitigate risk

WHO IS IT FOR?

The course is suitable for risk professionals who wish to learn and gain awareness of the fundamentals of managing cyber security risks and for those wanting to pursue a career in this booming field.

This course is included in

RC01 course

Cost: NGN
254,000
1 day
(Virtual)



Course

Managing Conflict and Collaboration RC06

It is important to have the tools to predict likely future issues within your team and to proactively manage stress and conflict when it does arise. We will help you learn how to handle conflict and how to promote collaboration internally and externally. Attendees will learn pre-emptive tools that will prevent conflict from arising, with special consideration on team stress management.

TOPICS COVERED:

- Defusing and resolving existing conflict and to identify stress triggers
- Recognising your role and responsibility in conflict situations
- Acting as an effective mediator in conflict situations and encouraging collaboration

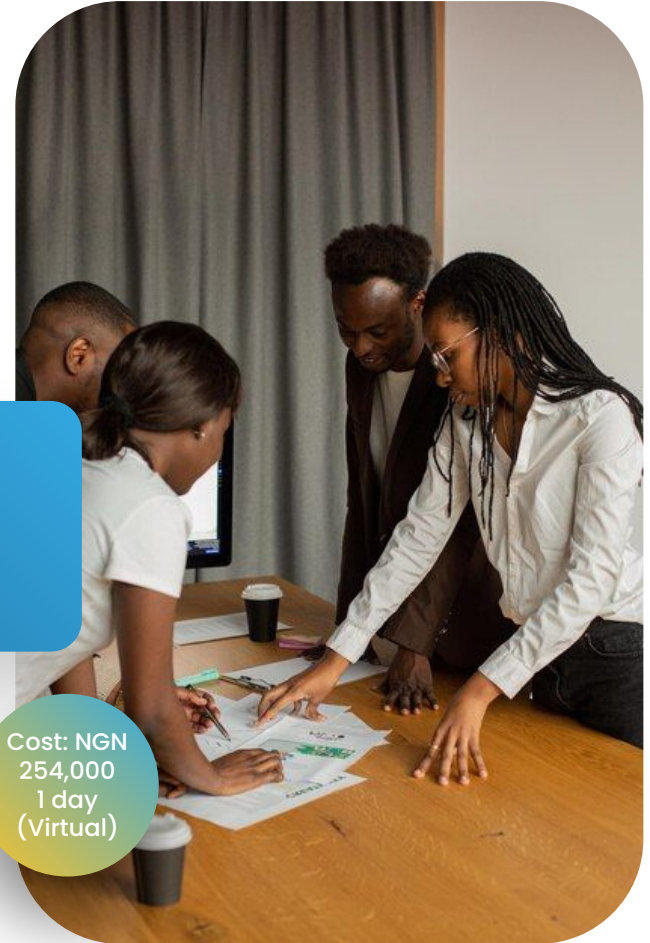
WHO IS IT FOR?

Aimed at individuals working within teams, managers, and team leaders, the conflict management course provides the skills, knowledge, and confidence to effectively solve conflict in the workplace, in a clear and constructive way to resolve issues and encourage a collaborative culture.

This course is included in

ML01 course
ML02 course
ML03 course

Cost: NGN
254,000
1 day
(Virtual)





MEDIA AND PRESS RELATIONS COURSE



Insights into the latest trends in press relations, media planning, press release writing and storytelling with our range of practical industry-focused courses.

Media and Press Relations Courses:

Course

Fundamentals of Media Strategy and Communications MR01



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Discover how to make informed decisions for your branding and media strategies, create communication campaigns, and pitch these ideas to stakeholders. You will explore how to evaluate the impact of the media and communications strategies.

TOPICS COVERED

- Identifying your organisation's story and narrative and producing content that resonates with both the media and your target audiences
- Understanding why we love stories and what makes a great story
- Creating a strong PR angle and delivering clear, positive messages via the press

WHO CAN TAKE THIS COURSE

The course is suitable for anyone working in marketing, PR, and communications and is involved in the process of making informed decisions for your branding strategies, whilst also developing a better presentation skill-set.

This course is included in

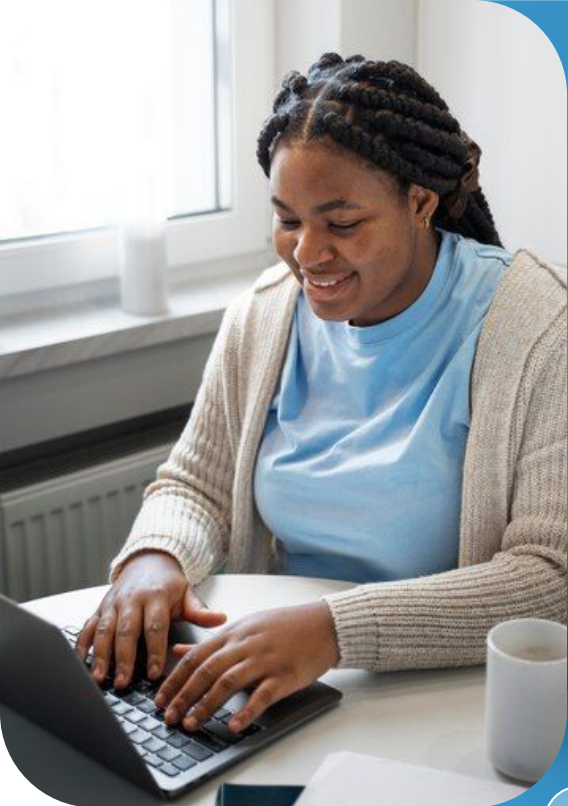
RC03 course
PR03 course
PR06 course
PR14 course
PR12 course

WRITING AND EDITING COURSES



LSPR's range of practical, hands-on writing and editing courses, will bring you up-to-date with your communications skills.

Learn the core skills required to achieve written communications of an excellent standard.



Course

WRITING AND EDITING COURSES:

Business Communication Skills Writing WC01

You will learn how to adapt your writing to specific purposes (persuade, entertain, inform, explain and describe), whilst also improving the clarity and conciseness of your writing. You will also explore how to write compelling blogs and the power of storytelling.

TOPICS COVERED:

- Enhancing your business writing across multiple platforms
- The benefits of blogs to your brand as a powerful marketing tool
- Applying effective storytelling skills and reaching your communication objectives
- The elements of copywriting and house style
- Developing an effective media strategy and writing press releases

Cost: NGN
1,200,000
1 day
(Virtual)

WHO IS IT FOR?

This Business Communications course is suitable for anyone interested in improving their overall communications skills in a workplace context.

This could range from graduates to C-level executives

This course is included in

WC02

WC06

WC09

PR14

PR12

Course

WRITING AND EDITING COURSES:

Business Writing WC02

Our experts will train you to succinctly and consistently portray your message to key audiences whilst improving clarity and accuracy in your writing. Explore tone and style of communications and how to relay key messages for your brand's position in the marketplace. Our leading professional trainers will help you develop your ability to deliver and adapt the key message to target audiences.

TOPICS COVERED:

- Establishing your ability to write well
- Adapting your style to various types of business documents, in simple and concise English
- Communicating to your internal and external audiences
- Checking grammar and copy editing for the final checks

Cost: NGN
183,000
1 Day
(Virtual)

WHO IS IT FOR?

This course is for you if you are looking to improve your online communications, write better proposals and brush up on your professional writing style.

This course is included in

WC01 course



Writing and Editing Courses:

Course

Writing for the Web WC03

Learn how to write with SEO in mind, understand user behaviour and begin to think of text as visual. Cover best practices for titles and subheadings, blogging and editorial planning. Learn tips to keep your writing interesting and with content that engages your audience.

TOPICS COVERED:

- Targeting online audiences
- Understanding content structure
- Copy editing and proofreading
- Developing your SEO skills and adapting with house styles
- The final proof of the online copy

WHO IS IT FOR?

This course is for you if you are looking to improve your online writing skills and style. Whether that is through making your writing more exciting, or improving the clarity and persuasiveness of your content.

Cost: NGN
183,000
1 day
(Virtual)





NGN
255,000
1 Day

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Course

Writing and Editing courses

Copywriting for SEO WC04

This course is designed to help you learn how to write great content that boosts website visitors and that consistently shows up at the top of search results pages.

You will gain a fundamental understanding of Search Engine Optimisation before delving into how to write SEO friendly copy.

TOPICS COVERED

Introduction to SEO and writing

Finding the right line - SEO friendly vs spam

The importance of keywords, content and structure

The professional way to copy-edit text

WHO CAN TAKE THIS COURSE

Whether you are a marketing specialist, an aspiring community manager, or a small business owner, this course is perfect for giving you practical knowledge and valuable insights into basics of SEO.

The course will benefit you whether your role is entry-level, evolving, or a more senior role is opening to you.



Writing and Editing courses::

BLOGGING

The course focuses on the vital skills for your blog to be a success, both in developing the content and maximising the marketing opportunities that blogging brings to your brand. Our expert trainers will help you develop your ability to write clearly, confidently, and consistently to gain brand reach and create shareable content.

TOPICS COVERED:

- The benefits of blogs to your brand as a powerful marketing tool
- Defining your target audience and your company's blogging goals
- How to write a successful blog
- The importance of connecting with your audience
- Blogging in digital marketing and the power of images

This course includes: WC01 course



WHO IS IT FOR?

This course is for communicators who are looking to take their blogs and strategy to the next level, or anybody looking to leverage the power of blogs for marketing purposes. You do not need any previous experience to attend this course.

COST:
NGN 170,000
1 day
(Virtual)

Course

Writing and Editing Courses:

Writing Features WC06



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The rise of content marketing has created the need for writers who have the skills to quickly turn around content which is clear and engaging to an audience.

This course will teach you the essentials of becoming a feature writer, including writing, research and workflow techniques.

This course is for communicators who are looking to take their articles to the next level, or anybody

hoping to write feature stories for magazines, newspapers or websites.

TOPICS COVERED

- Introduction to writing features and how to generate ideas for features
- Finding and researching strong feature subjects
- The essentials of good English
- How to interview and convert important information
- The differences of writing for digital or print

WHO CAN TAKE THIS COURSE

For those wanting to take their articles to the next level, or hoping to write feature stories for magazines, newspapers or websites.

**This course is
included in**

NGN
195,758
1 Day



Course

Writing and Editing Courses:

Copy Editing WC07

Learn the flow of a copy editor from start to finish, whilst focusing on essential aspects of the role, such as grammar, spelling, and common mistakes in punctuation. Learn the techniques of writing compelling copy, interesting headlines, and producing content that works.

TOPICS COVERED:

- Introduction to copy editing
- Understanding spelling, punctuation and grammar
- The benefits of an effective House style guide
- Improving your style of writing for compelling, and precise content

Cost: NGN
183,000
1 day
(Virtual)

WHO IS IT FOR?

The course is suitable for proofreaders looking to enhance their freelancing opportunities, those within publishing houses, those working in communications, content producers, or those who have done some editing work but lack formal training.

This course is included in
WC01 course
WC08 course
WC09 course

A photograph of a man with short dark hair and a beard, wearing a light blue shirt, sitting at a desk and reading a brown book. He is holding an orange pencil in his right hand, resting it on his chin. The background is blurred, showing some greenery.

Course

WRITING AND EDITING COURSES:

Book Editing WC08

This course provides a thorough grounding in the essentials of book editing and proofreading.

The certificated course concentrates on editing and proofreading skills for the book publishing industry and focuses on the techniques required in preparing text for publication.

TOPICS COVERED:

- The editorial office and the editorial team
- The benefits of having a house style
- Editorial production, publishing legalities and the BSI proofing marks
- Introduction to proofreading and BSI proof correction marks

Cost:
NGN 251,000
2 day
(Virtual)

WHO IS IT FOR?

The course is suitable for both those changing career direction and those already in publishing and requiring refresher training. The course is very thorough and provides delegates with practical and solid skills required for an editorial role in book publishing.

**This course is
included in**

WC07 course

Course

Writing and Editing Courses:

Sub-Editing WC09

You will train in the fundamental techniques of editing, subbing, and proofreading of copy text into precise and highly readable stories, as demanded by content publishers. You will learn how to approach written copy critically and reshape it into compelling editorial content that people will want to read.

TOPICS COVERED:

- What is sub-editing?
- The Fundamentals of style and consistency
- How to write and edit news stories Media law for sub editors
- Sub-Editing for print

WHO IS IT FOR?

If you are involved in producing professional content and want to equip yourself with the core skills required to edit news stories, features, blogs, and more to professional standards.

This course is included in

WC07 course

Cost: NGN
251,000
2 day
(Virtual)

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Writing and Editing Courses:

Course

Picture Research WC10

As the UK's leading training course in Picture Research, this course will help you develop your skills in sourcing images, interpreting briefs, managing projects, commissioning photographers, handling copyright and legal issues.

TOPICS COVERED

- Introduction to Picture Research and career development
- Responding and interpreting briefs
- Image sourcing, commissioning, copyright and IP
- Picture editing and selection
- Project management: Captions, Credits and Copyright
- Digital aspects of Picture Research

WHO CAN TAKE THIS COURSE

The course is suitable for those interested in pursuing a career in picture research and picture editing, those in the early stages of their career, or those who require refresher training to keep up-to-date with any changes affecting the industry. The training is packed full of practical skills to see you succeed in your career as a picture researcher.

Course

WRITING AND EDITING COURSES:

Effective Grammar and Punctuation Course W C11

This course will help you to enhance your writing, avoid making common mistakes and brush up on tricky and ambiguous areas. Clear, precise and concise written communication is important for your business. Good grammar and punctuation showcase your organisation in the best light and avoids miscommunication and confusion. Making the right impression on your clients is important in positioning your brand as credible and trustworthy.

TOPICS COVERED:

- Essential rules of grammar and punctuation
- The structuring of sentences and paragraphs
- The correct use of passive and active tenses
- Tips and tricks to avoid common grammatical mistakes

WHO IS IT FOR?

This course is for you if you are looking to improve your grammar and brush up on tricky areas, making your writing more exciting, and improving the clarity and persuasiveness of your content.

Cost:
NGN170,000
1 day
(Virtual)



MANAGEMENT AND LEADERSHIP COURSES



Insights into the latest trends in management, leadership, team performance, stress management, conflict handling, strategy and planning, decision- making and internal communications with our range of practical industry-focused courses.



Management and Leadership courses:

Essentials of Management and Leadership ML01

This course will explore improving your skills, efficiency and performance at the individual, team and organisation levels. Leaders need the skills to drive change, plan and influence others. Highly practical and discussion focused, we will keep you engaged on each of the five days of your management training.

TOPICS COVERED:

- Effective Management Skills
- Motivating Effective Teams
- Internal Communications
- Managing Conflict and Collaboration
- KPIs and Appraisal Systems

This course is included in

ML10 course ML08 course ML05 course
RC06 course ML09 course



COST:
NGN 1,200,000
5 day
(Virtual)

WHO IS IT FOR?

This course is suitable for you if you want to elevate your management and leadership skills and apply them more successfully to your role. It is designed to help you acquire an in-depth knowledge of the different approaches and techniques that leaders should utilise, to get the most out of themselves.

Course

Management and Leadership courses:

Advanced Management ML02



LSPRNG

London School of Public
Relations Nigeria

This course will help prepare delegates on how to create and implement successful strategies, which result in giving organisations a competitive advantage. There will be a focus on improving leadership and management skills as well as developing strategies to improve internal communications. You will learn how to create your personal brand and achieve presence and influence.

TOPICS COVERED

- Managing results and exploring leadership styles
- Managing and motivating effective teams
- Enhancing internal communications and engagement
- Managing and understanding conflict and collaboration
- Creating and utilising personal branding

WHO CAN TAKE THIS COURSE

This course is suitable for anyone developing the strategy skills necessary to consider risks and issues during large, medium, and small-scale events. Be prepared for events to avoid damaging your organisation's reputation when the unexpected should happen.

This course is included in

ML10 course
ML08 course
ML06 course
RC06 course
PR04 course

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Course

Management and Leadership courses:

Dynamic Leadership ML03

Gain an updated overview of advanced modern management and leadership techniques. Learn how to, as a mid to experienced level manager, effectively and efficiently manage your teams to produce organisational benefit.

TOPICS COVERED:

- Being a dynamic leader Managing and motivating
- effective teams Internal communications and
- managing conflict Enhancing your presentation skills
- Developing your personal style and branding

Cost:
NGN1,200,000
5 day
(Virtual)

WHO IS IT FOR?

The course is ideal for those already in management positions who are looking for a refresher to their skills as well as those who wish to enhance their leadership skills.

This course is included in
ML10 course
ML04 course
PR06 course
RC06 course
PR04 course



Course

Management and Leadership courses:

Leading and Managing Change ML04

The course will help develop ideas on how to minimise disruption to the workflow and maximise opportunities that change can bring about, and help organisations embrace changes to survive in an ever-evolving corporate landscape.

TOPICS COVERED:

- Creating a clear vision and objectives for change
- Communicating the change clearly
- Successfully leading and managing change
- Maintaining and sustaining change

Cost: NGN
254,000
1day
(Virtual)

WHO IS IT FOR?

This course has been created for managers who want to succeed, be more effective in their roles and enhance their performance by motivating and leading people with a positive impact.

This course is included in

ML03 course

Course

Management and Leadership courses: Managing and Motivating Effective Teams ML05

You will learn how to harness the strengths of your team to produce a highly organised workforce. Along with this, you will discover techniques that enable teams to perform to their greatest ability, achieve efficiency and maximise their resources. You will practice techniques to deal with difficult team situations and identify sources of conflict, whilst also looking at effective methods of conflict reduction to facilitate positive outcomes and motivate your team.

TOPICS COVERED:

- Exploring what makes a team rather than a group and the stages of formation.
- Practical techniques to develop team performance by understanding everyone's skill sets in the collective attainment of Organisational goals Improve team culture, pre-determine issues that lead to conflict, and how to encourage a collaborative culture



COST:
NGN 254,000
(Virtual)

WHO IS IT FOR?

The course is for you if you are in a leadership position and need to form a driven team and implement a culture of performance and collaboration within the team.

This course is
included in ML01
Course

Course

Management and Leadership courses:

Strategic Decision Making ML06



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This practical course will also develop problem-solving skills and confidence to make well-thought-out, informed decisions. The training will be supported throughout, with thought-provoking, up-to-date case studies about actual companies from various industries.

The idea is that attendees explore real-life examples in understanding the scenarios, issues, and concepts.

This will allow them to gain real insights into best practices.

TOPICS COVERED

- The process of decision-making
- Creating strategies for decision-making
- How to communicate decisions effectively
- Strategies for competitive advantage within your teams

WHO CAN TAKE THIS COURSE

The practical and highly stimulating Strategic Decision Making course has been created for managers who want to succeed and be more effective in their roles.

This course is included in

ML06 course



Course

Management and Leadership courses:

Human Resource Management ML07

The course will open up discussion and understanding of HR processes and their relationship with organisational performance and culture. The training will explore the HR function at strategic and operational levels and delve into understanding the fundamentals of the HR functions and policies. Acquire the specialist knowledge and skills needed to succeed as a professional in HR management and training.

TOPICS COVERED:

- The fundamentals of the human resource management functions and policies.
- The latest on employment law and legislation The principles of operational HR planning, recruitment, training and team performance

Cost: NGN
517,000
2 day
(Virtual)

WHO IS IT FOR?

This training course is suited for managers involved in the HR function who need to be updated on the latest policies and best practices.

This course is included in

ML09 course

Management and Leadership courses:

Course

Internal Communications ML08

The practical and interactive Internal Communications workshop will help you become more efficient with your internal communications strategies and approaches. We will help you re-examine your method of delivery, planning, messaging, and tools of measuring the impact of your communications and engagement.

TOPICS COVERED:

- Enhancing internal communications and engagement
- Ability to listen to others within your team and seeking information
- Setting clear objectives through clear and consistent messages
- Team-building and cohesive working relationships

Cost: NGN
254,000
1 day
(Virtual)

WHO IS IT FOR?

For those responsible for, or participate in internal communications. Whether your role is in communications or on a wider function such as HR, CSR, Risk, Media handling, or broader PR, this course allows you to understand more about the discipline of internal communications and utilise and maximise employee engagement.

This course is included in
PR09 course
RC01 course
ML01 course
ML02 course



Course

Management and Leadership courses:

Setting KPIs and Appraisal Systems ML09

The training will focus on organisations that aim for excellence in performance at the strategic and the individual level.

You will explore how performance management can be integrated to enhance a culture of setting clear expectations including a structure of reviews and monitoring to ensure the achievements of business goals, the teams' objectives, and KPIs for individual appraisals.

TOPICS COVERED:

- Setting KPIs and benchmarking on targets and
- performance linking individuals to business goals
- Formulating action plans to clarify employee achievements
- Understanding the tools needed and benefits of running appraisal meetings
- Giving and receiving feedback in managing performance with practice using role-play
- Putting into action appraisals that are engaging and enhance positive reinforcement to motivate your team.



WHO IS IT FOR?

We have designed this course for you if you are a manager, HR, team leader, supervisor, or executive and involved in leading the setting up of appraisal performance management and KPI systems for your organisation.

COST:
NGN 254,000
1 day
(Virtual)

LSPRNG

London School of Public
Relations Nigeria

Being a Dynamic Leader ML10

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Relations Nigeria

You will explore a range of leadership styles and challenge existing assumptions. Through discussion, role-play, and interactive feedback, you will examine your current approach, identify your goals and develop an action plan to turn your vision into reality.

TOPICS COVERED

- Exploring your leadership style and behaviour towards a dynamic context
- Developing a clear vision for personal development and organisational goals
- Inspiring your team with a dynamic approach for mutual attainment of goals and achievements
- Identifying key people inside and outside the organisation that will support and strengthen your shared vision

WHO CAN TAKE THIS COURSE

If you are a manager or executive who is looking to become an effective leader, then this course will provide you with the necessary skills to become an inspirational leader.

This course is included in

PR09 course
ML01 course
ML03 course



DIGITAL MEDIA COURSES

Insights into the latest trends in digital marketing, social media strategies, and podcasting with our range of practical industry-focused courses.



Course

Digital Media courses:

Podcasting

The Podcasting course will help you to create, edit, deliver and promote your podcast. The course also provides useful tips and tricks from industry experts on producing professional and effective results.

TOPICS COVERED:

- What is a podcast and how to create ideas for it?
- The preparation, recording and post production
- What equipment and software to use
- Outputting and promoting your podcast

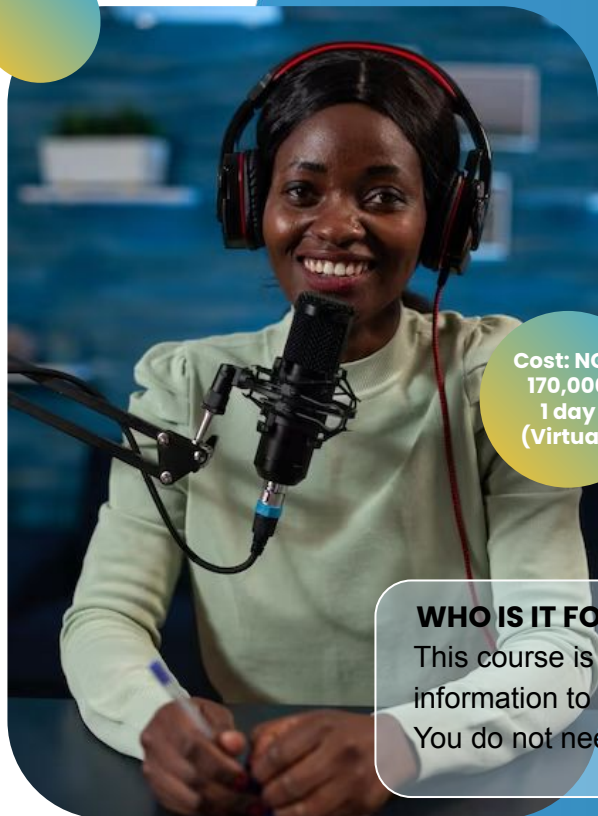
Cost: NGN
170,000
1 day
(Virtual)

WHO IS IT FOR?

This course is perfect for those wanting to learn helpful information to produce their own professional podcasts. You do not need previous experience to attend this course.

This course is included in

PR01 course
PR10 course
PR11 course





Types of Training

Types of training



BESPOKE TRAINING ONLINE OR IN-PERSON

If there is a specific skill set that your team needs to develop, we are at hand to train your staff. It will be a set duration and flexibility of dates that work for you. Please enquire about the cost.

We will work with you to make sure that the content and specifications are tailored to your individual needs, culture and working practices. Whatever your time frame, budget or needs, we will do everything possible to create a training programme which works for you.

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1 TO 1 TRAINING

LSPR has extensive experience in delivering programmes 1 to 1, between a trainer and delegate.

This type of consultative based bespoke training is an excellent way to provide extra support to members of your team to maximise their performance. wswsm
We will keep the training highly focused and aim to remove content that is not as useful to their needs.



IN-HOUSE TRAINING

In-house courses are a cost effective way to ensure that your staff have specific and focused training.

Putting your team through training is about improving their skill base and knowledge of the most up-to-date issues affecting your industry.



**TRAINED &
CERTIFIED
70+ STUDENTS**



**ALUMNI
SUCCESSES**

**LSPRNG
ACHIEVE
MENTS**



**PARTNERSHIPS
AND RECOGNI-
TION FROM NIPR**



**INNOVATIVE
CURRICULUM**



THE FACULTY

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Relations Nigeria

OUR LEADERS AND TUTORS



 **John Dalton**
CEO of LSPR Global

John Dalton is a recognised authority on reputation management, leadership and impression management. He has further specialisms in risk, issue and crisis management.

With a background as a biochemist and Chartered Biologist, John's rigorous approach has attracted many to his evidence-based, holistic approach to public relations, communications and reputation management.

John has on a global level trained CEOs, managers and communications experts on reputation management, leadership, presentation skills, crisis management and related disciplines.

John's particular interest is in how organisations can build reputational capabilities, in order to make themselves more resilient against risks and emerging issues. An enthusiastic advocate of critical-thinking and scenario-planning, John has developed a special method of training that prompts clients to think about their brands and how they secure and improve them in an age of social media and rapid change. He has a particular interest in how social media, and influential leadership, and personal branding helps build reputation.

John has a keen interest in ensuring participants actively engage with issues and topics, practically and with a solutions-driven approach. He is an expert communicator, able to distil complex concepts, to make them manageable and simple, ensuring that busy people, with varying levels of experience and backgrounds, can swiftly absorb new skills and capabilities.



 **Susan Croft**
Dir. of Programmes – LSPR Nigeria

Susan is an experienced global trainer and a qualified executive coach. She is a member of the Advisory Board of the London School of Public Relations (LSPR) and has helped shape the structure and focus of the school's Diploma programmes as well as train on the LSPR ITOL-Approved Diploma course. Susan is also an international public speaker, corporate trainer and PR practitioner. She is also Director of Programmes for LSPR/Nigeria.

She is a partner of ASC Training & Consulting where she is responsible for sales, communications, marketing and management training, as well as public relations consulting for a number of international organisations. She is a trained journalist and worked on a London newspaper in the early part of her career. She also specialises in media and public speaking training for executives, educators and other professionals.

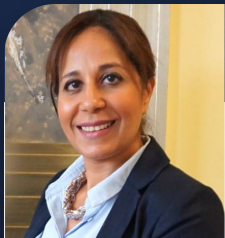
Previously, she was a senior consultant with the international PR firm, Hill & Knowlton, where she worked for 14 years. Prior to this she ran her own Los Angeles-based PR firm. Susan has developed PR campaigns for a wide variety of clients in education, non-profit, technology, business-to-business, and economic development.

As an international trainer, Susan teaches at a number of leading Universities in the USA, including San Jose State and USF (Tampa). She has also run courses for Georgetown, UC Berkeley, UCLA and Stanford and has developed one of the first on-line programmes on new trends in communications for San Jose State. In addition she has been a trainer for the PR Academy, an initiative of the Government of Singapore's Ministry for Information, Technology and the Arts. Susan is also an associate with California-based Executive Communications and teaches the firm's powerful communication and influencing programme – Making Your Point! for a number of global corporations.

In addition, she teaches media and negotiation skills training at a number of UK universities, including UCL, Imperial College and the London School of Hygiene & Tropical Medicine. She has written three business books - 'Win New Business' (2002), and 'Corporate Reputation: The New Currency' (2003), The Sixth Form MBA (2017) all published by Acorn/Thorogood.

Susan is an accredited by the Project Management Institute as project management professional and is a qualified NLP trainer.

OUR LEADERS AND TUTORS



Dalal Nageh

Dir. of Training and Communications – LSPR Global

Dalal is the LSPR's Director of Training and Communications and under her leadership and management, LSPR has grown considerably, in terms of size, recognition, and above all, reputation. Dalal has been instrumental in the development of training programmes globally and in establishing the LSPR brand worldwide. She is also responsible for some of LSPR's global franchise expansion. As a Public Relations advisor and consultant, Dalal is always available to discuss clients' development and training needs and works closely with them to ensure that they are receiving the best level of training. Dalal leads seminar discussions organised by LSPR and encourages debate and discussions on the latest developments in PR and reputation management. Dalal has presented on many of the LSPR topics, such as the importance and value of Corporate Social Responsibility as a business tool, Corporate Identity and branding both in the UK and on a worldwide level.

Dalal's principal areas of interest are in brand and identity management, event management, reputation management as well as the contribution that sponsorship can add to brand equity. Dalal works closely with John Dalton, Director of LSPR, in developing key business areas of LSPR, as well as on the consultancy work with their external client.

During the Libyan revolution in 2011, Dalal was an advisor for a group of professionals who wanted to bring humanitarian assistance to the Libyan people. She also advised the Transitional National Council on message framing, stakeholder engagement, as well as developing awareness campaigns and helped draft press releases that were approved in the UK media and with the Prime Minister's Office in Downing Street.

She has extensive knowledge of training programmes and designing professional courses, especially for continuous professional development and has been awarded a Fellowship by the Institute of Training and Occupational Learning, in recognition of her training ability and industry experience.



Jide Johnson, Ph.D

Dir., Special Programmes - NIJ

Jide Johnson is a teacher, scholar, consultant, and public affairs analyst with over two-decade experience in media management, audience research and public opinion polling. He holds a Bachelor, Master and Doctor of Philosophy degrees in Mass Communication. He is the Director, Special Programmes at the Nigerian Institute of Journalism, Lagos. The former Deputy Provost (2015-2020) of NIJ, is also the external examiner to the Department of Mass Communication at the Federal Polytechnic, Offa, and Lagos State Polytechnic.

He has authored four titles, television, football and audience; communication research copywriting and public relations and advertising campaign management and has also, published journal articles in local and international journals.

He is a major contributor for media organisations on national and international issues, a much sought after public affairs analyst and social commentator.

He has facilitated trainings as lead and supporting facilitator, with UNICEF, UNESCO, Foreign Affairs Ministry, Lagos State House of Assembly, Lagos State Ministry of Information and Strategy, Lagos State Commercial Agriculture Programme, AgroPark, Rapid Response Squad, and Public Affairs Section of the United States of America Consulate, Lagos.

As lover and researcher in popular culture- politics, music, movies, and sport, Jide loves teaching, reading, mentoring and talking. He is a fan of Man United & Enugu Rangers- football; Serena Williams & Rafael Nadal –Tennis; Lewis Hamilton; and Marc Marquez-Motorsport.

He is blessed with a son and a friend, Shalom Mofopeluwa Johnson, an aspiring and a budding audio-visual content developer.

OUR LEADERS AND TUTORS



Charles Edosomwan

Chief Strategist - Teksight Edge



Charles founded Teksight Edge Limited in 2014. Teksight Edge Limited is an Integrated PR and Digital Communications agency based in Lagos, Nigeria that specialises predominantly within the tech field and other related sectors. The area of focus for Teksight Edge Limited as an agency includes Public Relations, Reputation Management, Media Relations, Event Management and Social media marketing. By Focusing on Technology he discovered a severe lack within the system of practice of PR and technology in Nigeria and chose a modus operandi to chart a new direction for PR and how it is perceived in Nigeria. Before establishing TEKSIGHT Edge Limited, Charles served at a number of reputable firms and multinationals where he put to practice the knowledge gained in his field of expertise over the years such as Digi Engage Nigeria Limited, E-tranzact Limited and Bluebird Communications Limited.

His rise in the PR industry is worthy of note, having discovered a severe lack within the system of practice of PR in Nigeria and charting a new course for PR. He was able to achieve this by assembling a team of optimistic and vibrant young people that share a similar brand vision and have a knack to deliver value in their various departments. In 2018 Charles founded TECHNOLOGY News Brand Called Askifa.ng (now known as Techunocode) with the sole aim of helping people understand technology better in Africa and creating quality awareness for African Tech Brands. The brand gained popularity and in 6 months became the largest and most followed tech brand on Social media in Nigeria. In Mid 2018, askifa.ng also became one of the official media partners for the World Mobile Congress in Kigali, Rwanda.

Today, the TEKSIGHT EDGE LIMITED team manages 60% of the Mobile Phone Brand in AFRICA and manages about 70% OEM market share in Nigeria. Charles was listed among the Forbes' 30 Under 30 CEOs bringing new meaning to PR in Nigeria, thereby, helping to change the African business narrative. He has put in place a system where clients give a vivid picture of their needs and values, then the team comes up with ideas that would get the client's desired results in record time. Charles has a strong desire to leave a positive lasting impression in the lives of his employees, clients and he has been able to influence his field of expertise through TEKSIGHT that has awoken a new dawn in PR.

EFE OBIOMAH

Efe Obiomah is a public relations specialist, marketing strategist and trainer with over two decades of work experience. She has held brand management and public relations positions in several organisations, notably Tequila Nigeria, Etisalat Nigeria (now 9mobile) and MultiChoice Nigeria.

Obiomah is the founder of Brand Spark, a public relations firm, and Udu Consult, a marketing consultancy both based in Lagos, Nigeria. She is passionate about demystifying public relations in Nigeria and growing the number of people and organisations that take advantage of its immense benefits.

CHARLES IGAH

Charles Igah is a seasoned Data Scientist. He holds a Bachelor's degree in Mathematics from the University of Benin, Nigeria, and a master's degree in Data Science from IU International University of Applied Sciences, Germany.

Charles Igah currently works as a lecturer at Pan Atlantic University, Lagos. Where he gives lectures on courses like Data Science, Conversational AI, Natural Language Processing and Discrete Mathematics.

He is also the Lead Data Scientist at Teksight Edge Ltd, a technology PR company that specializes in decision-making and the incorporation of data-driven approaches into the company's procedures.

CHINEZE AMANFO

Chineze Stella Amanfo is a seasoned Marketing Communications professional with 19+ years of expertise across diverse sectors.

Notable achievements include leading public relations at 9mobile, launching Alaro City for Rendezvous, and repositioning Inlaks Limited's brand. With a rich career history, including key roles at Etisalat Nigeria and C&F Porter Novelli, Chineze holds a B.A. in Languages from the University of Calabar. She is a member of professional bodies like CIPR and NIPR and has received various accolades for her contributions to the field.

Passionate about demystifying public relations, Chineze is committed to driving success in the ever-evolving industry.



THE LSPR ADVANTAGE

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**THE
LSPR
ADVANTAGE**



**CREDIBLE &
CERTIFIED
TUTORS**



**PROFESSIONAL
CERTIFICATIONS
BY CPD Global**



**ADAPTABLE
CURRICULUMS**



**ROI-FOCUSED
COURSES**



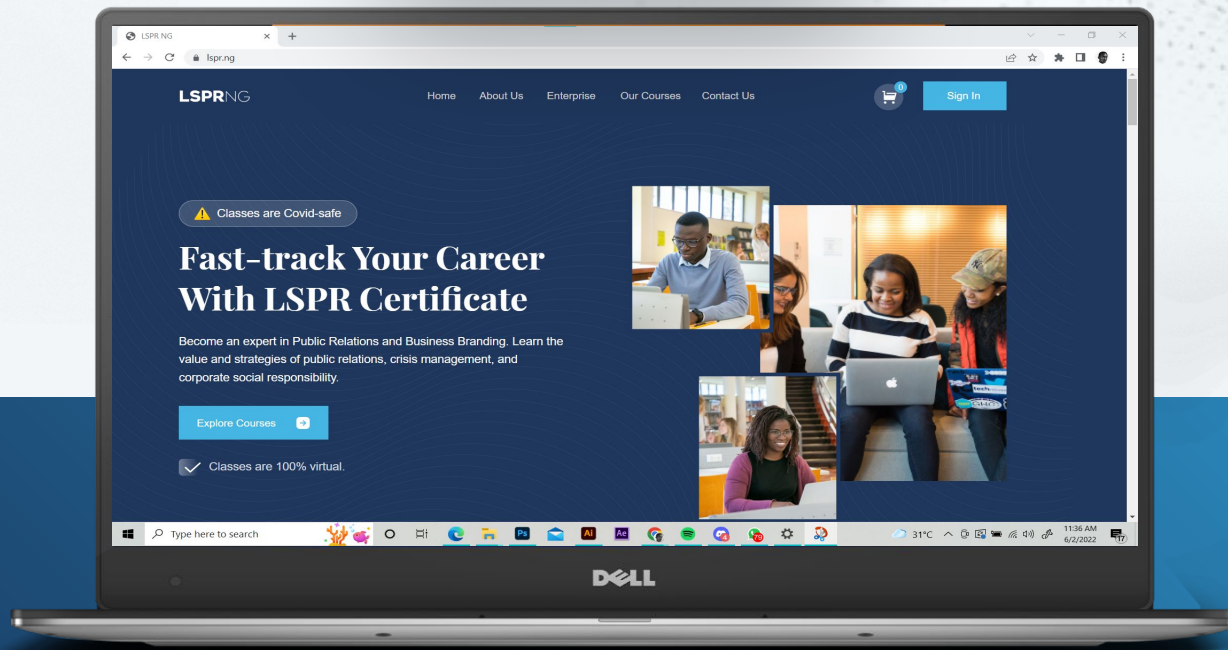
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The CPD Certification Service was established in 1996 as the leading independent CPD accreditation institution operating across industry sectors to complement the Continuing Professional Development policies of professional institutes and academic bodies. The CPD Certification Service provides support, advice and recognised independent CPD accreditation compatible with global CPD principles.

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their skills with the world**



THANK YOU



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