



TRAINING, COACHING & DEVELOPMENT

FOR PR & CREATIVE
AGENCIES



WWW.AMBERGROUP.CO.UK

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"IT'S REFRESHING TO WORK WITH A TEAM OF PEOPLE WHO UNDERSTAND OUR INDUSTRY INSIDE-OUT AND WHO NOT ONLY PROVIDE TRAINING, BUT ALSO GO ABOVE AND BEYOND BY PROVIDING VALUABLE INSIGHT AND EXPERTISE WHICH MAKES A DIFFERENCE TO THE BUSINESS AS A WHOLE."

Kath Easthope: Managing Director (EMEA), Bite Communications

01 WHY AMBER

OUR CLIENTS:
3 MONKEYS
AD COMMUNICATIONS
BEYOND
BITE
BOTTLE PR
BRANDS2LIFE
C8
CAKE
CHAMPION COMMUNICATIONS
CIRKLE
COHN & WOLFE
CRESTON
DYNAMO PR
DWA
EML WILDFIRE
EULOGY!
FALLON
FEVER
FLEISHMAN HILLARD
FREUD COMMUNICATIONS
GOODE COMMUNICATIONS
HALPERN
HANOVER
HUDSON SANDLER
HUME WHITEHEAD
IMMEDIATE FUTURE
JARGON PR
KATIE PHILLIPS PR
KETCHUM
KWITTKEN + COMPANY
LEDGER BENNETT
LEXIS
MAN BITES DOG
MANIFEST LONDON
MSL
NELSON BOSTOCK COMMUNICATIONS
NEXUS COMMUNICATIONS
OCTOPUS COMMUNICATIONS
OPEN ROAD
PORTER NOVELLI
PORTLAND
RED
ROCKET COMMUNICATIONS
ROSTRUM
SEVEN HILLS
SIX DEGREES
SPEED
SPLENDID COMMUNICATIONS
THE PR OFFICE
THREEPIPE
VOLUME
WAGGENER EDSTROM
WE ARE SOCIAL
WILD CARD

THE AMBER GROUP DELIVERS
TRAINING, COACHING, HR AND AGENCY
DEVELOPMENT SERVICES.



OUR PROPOSITION:

We will improve your agency's performance through the development of your people.

OUR TRAINERS:

We are all former agency consultants and understand your agency and your people challenges.

OUR TRAINING:

We believe in interactive and practical learning, delivered in pacy half-day sessions to fit in perfectly with your busy agency life.

OUR APPROACH:

Modular training sessions grouped around the needs of early entrants, managers and leaders within your business. Build your own programmes or pick and choose to meet your needs.

02 OUR LEAD TRAINERS

KEN DEEKS



A former journalist with 12 years on regional and national titles including the Daily Mirror, Ken moved into In-house PR in 1987 before working in - and running - a number of agencies for the next 15 years. Ken was the founder of Arrow PR before becoming managing director of Kaizo. During his tenure as MD, the company was listed on the Ofex Exchange (as Argyll) and was awarded Ofex Company of the year in 1998. Ken has directed a wide range of clients including Motorola, Fujitsu and Corel. Ken left Kaizo in 2003 and for the past 11 years has been providing a mix of communications and training services as part of The Amber Group to both corporate clients and PR agencies. Ken is also the founder of Byte Night, the charity event that has so far raised over £7m for Action for Children.

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RICHARD BAINES



Richard has delivered workshops and coaching programmes for over 50 PR and creative service firms. His experience as a PR consultant ranges from Account Executive to Board Director. He is also a Chartered Member of the Institute of Personnel and Development (CIPD) and lead provider of Amber's HR Consulting services. Richard is a trained trainer and coach, a licensed Insights Discovery™ Practitioner and Affiliate of the PRCA.

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PAUL SMITH



Paul draws on his 20 year career as a journalist and PR consultant for his specialist training in the areas of Media Writing and Spokesperson Training, PR Strategy Development and Presentation Coaching. After five years working on regional newspapers, Paul moved to In-house PR, where he handled communications for some of the largest media and telecoms companies. He then brought his passion for straight-forward, matter of fact communication to PR where he advised companies including T-Mobile, Siemens, Oracle and HP.

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LIZ BAINES



After working for 10 years as a public relations consultant in the UK and USA, Liz transferred her skills into Human Resources and training, becoming a CIPD-qualified HR adviser to small and medium-sized businesses. At Amber, Liz combines her PR and HR expertise to provide training solutions that deliver real commercial impact. Participants in Liz's workshops are challenged to apply their learning to real-life work situations via case studies, role plays and group problem-solving, giving them the skills and confidence to make an immediate difference in the workplace.

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ANDREA BURTON



Andrea Burton is a senior PR consultant with over 20 years' experience of managing PR and marketing programmes on a local, European and global level for technology companies. Her experience includes time spent in-house – first as marketing director for Ardent Software and latterly as EMEA AR and PR director for BEA Systems, where she was responsible for the appraisal and management of retained agencies in eighteen countries across Europe. Andrea also worked at a number of PR agencies before becoming COO at Brodeur PR (now part of Ketchum Pleon). For the past 10 years, Andrea has been delivering training courses for PR agencies. She started training PR professionals while working for Brodeur and then set up a training business with two technology journalists before establishing her own business working with recognised training companies like The Amber Group.

ANDREW SMITH



Andrew Smith MCIPR is a specialist social media, PR and analytics consultant with a career spanning 29 years of public relations and journalism. Andrew has developed and implemented many highly successful strategic PR and marketing communications programmes for some of the world's biggest brands including IBM, CapGemini, MySQL, Apple (FileMaker) and Checkpoint.

Andrew has also been a consistent PR innovator, being among the first UK practitioners to exploit email (1991), the World Wide Web (1994) and Twitter (2007). Described as the "de facto godfather of PR blogging", he is a regular speaker and media commentator on the integration of PR with social media, search optimisation and analytics. He is also co-author of two bestselling social media books, Share This and Share This Too, and a member of the CIPR's Social Media Panel.

03 AGENCY DEVELOPMENT SERVICES

AMBER AGENCY DEVELOPMENT

Amber's Agency Development services are designed to support the growth of your business.

In all agencies, there are times when external input can be a key ingredient for success. This could be as a catalyst for change; setting fresh direction; dealing with challenges; helping teams or individuals to achieve their potential or to bring an objective perspective and wider experience into the agency mix.

These development services have been designed to meet a range of common requirements during the various stages of agency evolution.

WHY AMBER?

- Our trainers average over 20 years' experience of working in and with more than 50 creative agencies of all sizes, helping them to grow by getting the best out of your people
- Each agency development service has been honed through past delivery to guarantee value
- While there are similar challenges, every agency is different, so we tailor our approach to ensure you receive the outcomes you desire

AGENCY DEVELOPMENT



VIRTUAL NON - EXECUTIVE DIRECTOR

Designed for agencies in fast growth or restructuring mode and organisations that would value the independent perspective and experience of a Non-Executive Director but do not have time to find the perfect match or want to tie themselves to one long-term individual.

Our Virtual Non-Executive Director service provides access to Amber's senior team with over 40 years' experience of PR agency management. Use one or multiple members of our team to fulfil your non-executive director requirements over the long-term to guide strategic business development or during defined business transformation projects.

BENEFITS:

- Brings external perspective and ideas to board and management meetings
- Provides confidential advice and can act as a sounding board for senior directors
- Can be the independent sponsor for major business transformation projects

FACILITATION

The agency world is constantly evolving, presenting new challenges and opportunities all the time. To keep pace with such change, agency leaders occasionally need to step out of their day to day routine and engage their teams around a particular opportunity or threat in order to move the agency forward.

To deliver value, these sessions need to be properly structured, well managed and ensure lasting impact through accountability. Working with one of Amber's experienced facilitators will ensure these components are in place and bring that added layer of objectivity, experience and inspiration that unlocks the full potential of you and your team.

BENEFITS:

- Provides appropriate structure to deliver required outcomes
- All attendees have equal opportunity to contribute and share opinions
- Adds an experienced and objective external perspective to the subject matter

STRATEGY DEVELOPMENT

Ensuring you continue to work on the business, rather than in the business can be a challenge for any senior agency team. This service helps focus the mind on the big objectives for developing your business and maintaining that focus to deliver on them over time.

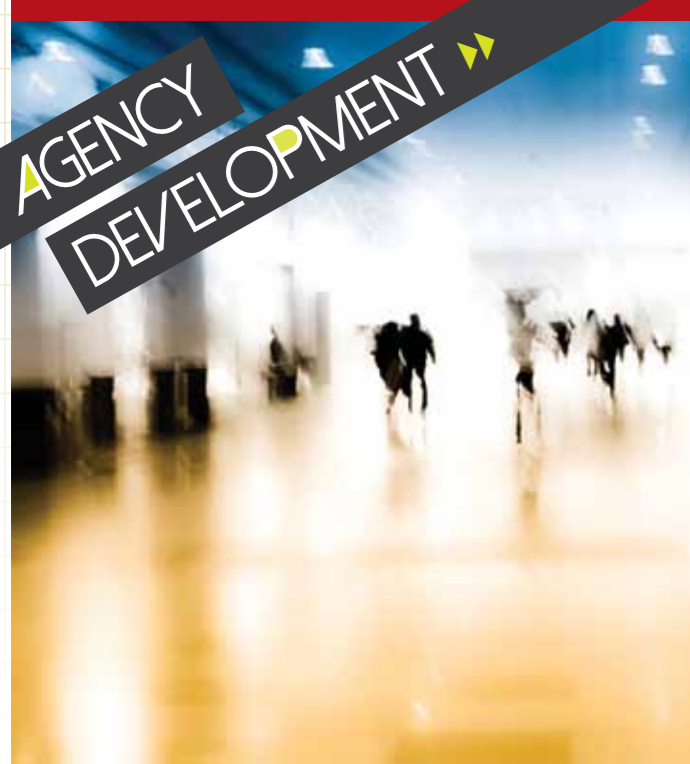
From facilitation of objectives to planning and execution, Amber's senior team of agency-proven consultants can assist.

BENEFITS:

- Objective-driven facilitation with measurable outputs
- Development of a strategic plan with allocated roles and responsibilities
- Regular reviews, progress updates and advice

"THE AMBER GROUP PROVIDES US WITH HR INSIGHT AND GUIDANCE THAT GENUINELY HELPS US TO REACH OUR BUSINESS GOALS. THEY BLEND A SOUND UNDERSTANDING OF THE CREATIVE AGENCY WORLD WITH PRACTICAL, BUSINESS-FOCUSED ADVICE."

Rebecca Hirst, Operations Director, Freud Communications



AUDITS

Gaining insight to the views and opinions of your stakeholders is key to business success. The information gained can lead directly to better retention and motivation of your teams; retention, profitability and growth of clients; greater business efficiency and more relevant and impactful marketing activity.

Amber's proven auditing methodology can be used for internal and external audiences and is designed to unlock the specific insight required to deliver your objectives. Examples include employee engagement; client satisfaction and advocacy; benefits review; perception audits; competitor analysis and win/loss audits.

BENEFITS:

- Delivery of factual, company-specific insight on which to base business strategies
- Bespoke audit development around pre-defined objectives ensures ROI
- Multiple audit channels including online and interview-based
- Interpretation of findings and recommendations provide added value

"IN THE AMBER GROUP WE HAVE FOUND A PARTNER THAT TRULY UNDERSTANDS OUR SECTOR AND OUR ORGANISATIONAL NEEDS. THEIR HELP IN ALIGNING OUR TRAINING WITH OUR COMPANY GOALS IS DELIVERING A STRONG FOUNDATION FOR CONTINUED GROWTH AND PROFITABILITY."

Martin Bostock, Chairman, Nelson Bostock Communications

PITCH SUPPORT

For those important pitches that you just have to win, the Amber Pitch Support service can give you the edge you need to stand out from the competition. From interrogating the brief, to crystallising your ideas and messaging and delivering the perfect presentation, Amber's team of senior agency experts can bring that external support and advice to make sure you win.

BENEFITS:

- Helping to define stand-out, pitch winning strategy, messaging and tactics
- Reviewing pitch materials
- Presentation coaching to ensure the pitch team is at its communication's best

HR PARTNER SERVICES

People are at the heart of every creative service business. Therefore, having an effective people strategy to attract, retain, develop and motivate the best possible talent is key to high performance and agency success.

The Amber Group's HR Partner services are delivered by CIPD qualified practitioners with extensive agency experience, both as in-house HR Directors and as consulting practitioners. Our purpose is to help you achieve your agency goals through a menu of tailored HR services that include the following:

HR strategy; retention plans; employee audits; performance management and appraisal programmes; reward and benefit programmes; employee relations and remedy sessions; recruitment and selection support; psychometric profiling; policy, handbook and legal guidance and on-call advice.

BENEFITS:

- Cost effective access to HR Director-level expertise
- Business focused HR solutions that support your agency goals
- Tailored packages to suit your needs and budget

COACHING

Just like high performing athletes, senior team members often require help to truly achieve their potential and deliver business goals. Similarly, their needs are often bespoke in nature in terms of what they need to achieve and the challenges they face in getting there.

Using the well proven GROW (Goals : Reality : Options : Will) methodology as its foundation, Amber's coaching services are designed to meet this specific need through highly tailored one-to-one interventions that deliver lasting impact.

BENEFITS:

- Short, high-impact sessions maintain focus and momentum around each goal
- GROW methodology brings the rigor required for success
- Just like a personal trainer, experienced Amber coaches deliver the right programme and levels of support; set appropriate milestones; provide the necessary development and instill the behaviours required for each individual to achieve their goals

"I VALUE AMBER'S COACHING APPROACH BECAUSE IT BRINGS IMMEDIATE PERSPECTIVE, FOCUS AND FRESH THINKING TO ANY GIVEN CHALLENGE. THE SESSIONS ARE TAILORED IN LENGTH AND FREQUENCY TO SUIT MY NEEDS AND I ALWAYS COME AWAY WITH CLEAR DIRECTION AND PRACTICAL STEPS TO ACHIEVE MY GOAL."

Rebecca Jabbar, Deputy MD, Man Bites Dog

GROW

Each programme follows our proven G.R.O.W. model, which brings structure and focus to the coaching process:

GOAL ▶▶ Identify **SMART** objectives and desired outcomes.

REALITY ▶▶ Identify the current **SITUATION**; challenges, potential barriers and opportunities.

OPTIONS ▶▶ Identify courses of **ACTION**; priorities; key behaviours; milestones; solutions to barriers and development needs.

WILL ▶▶ Identify ways to **MOTIVATE** performance and maintain momentum.



AGENCY DEVELOPMENT



ENHANCING PERSONAL & TEAM EFFECTIVENESS

The ability to enhance personal and team effectiveness is a compelling proposition for any organisation. Insights Discovery workshops are based on the pioneering personality profiling work of Carl Jung and use colour as a powerful common language to help individuals understand their behavioural preferences; the preferences of others and how to adapt and connect for more successful interactions.

At the heart of the Insights Discovery™ System is the Personal Discovery Report which provides a detailed analysis of an individual's behavioural preferences including their natural strengths, potential weaknesses, management and communication style, possible blind spots and areas for further development.

BENEFITS

- These powerful and engaging workshops provide lasting value through improved performance in a variety of areas including personal productivity; team leadership, management and retention; client relationship management and business development.

↓ UNDERSTAND SELF...

...your communication and management styles; personal motivations; strengths; weaknesses and other behavioural preferences

↓ UNDERSTAND OTHERS...

...the behavioural preferences of your colleagues, clients and other key stakeholders

↓ ADAPT & CONNECT...

...how to adapt your approach to achieve greater productivity and more successful interactions

"THE INSIGHTS DISCOVERY PROGRAMME HAS REVOLUTIONISED THE WAY WE COMMUNICATE, DEVELOP OUR TEAMS AND MANAGE OUR CLIENT RELATIONSHIPS HERE AT EULOGY! THE DISCOVERY PROFILE IS THE BEST TOOL I HAVE SEEN TO UNDERPIN THE PERSONAL AND PROFESSIONAL DEVELOPMENT OF OUR EMPLOYEES AND THE WORKSHOPS BRING THE CONTENT TO LIFE IN AN ENGAGING AND MEMORABLE MANNER. THIS IS POWERFUL STUFF!"

Adrian Brady, CEO, Eulogy!

04 AMBER TRAINING

A series of modular development programmes designed for agency PR professionals at each critical step in their career: Foundation, Management and Leadership.

Designed to give consultants the knowledge, skills and confidence to succeed, the programmes can be tailored to meet the specific needs of your agency.

Each module is practical in nature and includes a mix of insight, discussion and live application to ensure that participants leave with the understanding, skills and confidence to put the content into action.

EVALUATING THE IMPACT

Assessment through a series of practical exercises ensures participants' understanding and ability to apply their learning back in the workplace. Feedback is provided with recommendations for further development to ensure continuity of learning.

Turn to page 11 for a full list of our training sessions.

COURSE

OVERVIEW

"THE COACHING, TRAINING AND WIDER AGENCY SERVICES DELIVERED BY AMBER ARE FIRST RATE. THEIR AGENCY INSIGHT AND EXPERIENCE COUPLED WITH THEIR PRACTICAL DELIVERY STYLE PROVIDES HIGH VALUE AND LASTING IMPACT."

Lara Leventhal, Deputy MD UK, Ogilvy Public Relations



WINNING BUSINESS

- CONSULTATIVE SELLING
- PITCHING TO WIN
- PRESENTATION COACHING
- USING DIGITAL AND SOCIAL MEDIA TO WIN PITCHES



PROFESSIONAL SKILLS

- INTRODUCTION TO PR
- CONTENT CREATION & ITS ROLE IN PR
- CRISIS COMMUNICATIONS FOR PR CONSULTANTS
- DEVELOPING EFFECTIVE PR STRATEGIES
- ESSENTIAL ELEMENTS OF A BRAND EXPERIENCE
- HARNESSING THE POWER OF STORYTELLING IN PR
- MEDIA TRAINING
- WORKING WITH THE MEDIA
- MAKING AN IMPACT IN A MEETING
- NEGOTIATION SKILLS



WRITING SKILLS

- GRAMMAR ESSENTIALS
- PERSUASIVE WRITING
- PROPOSAL WRITING



PEOPLE SKILLS

- HR FOR NON-HR MANAGERS
- INTERVIEW & SELECTION SKILLS
- INTRODUCTION TO PEOPLE MANAGEMENT
- MANAGING APPRAISALS



MANAGEMENT SKILLS

- ACCOUNT DIRECTOR MINDSET
- ACCOUNT MANAGER MINDSET
- ACCOUNT PROFITABILITY & COMMERCIAL SKILLS
- PERSONAL EFFECTIVENESS & TIME MANAGEMENT



DIGITAL & SOCIAL MEDIA SKILLS

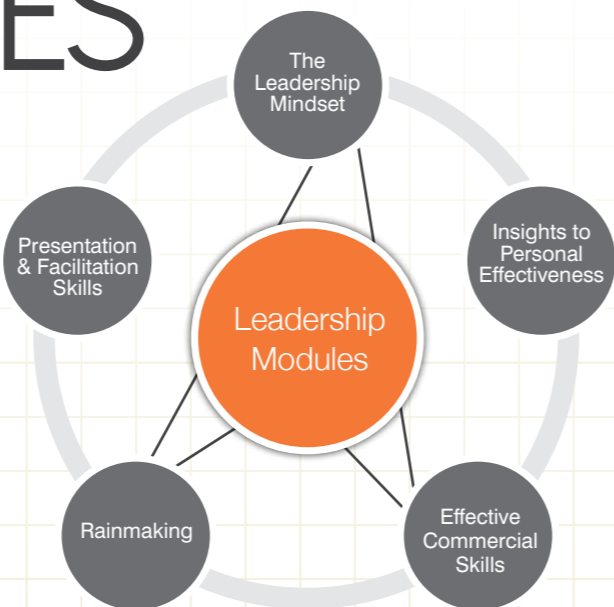
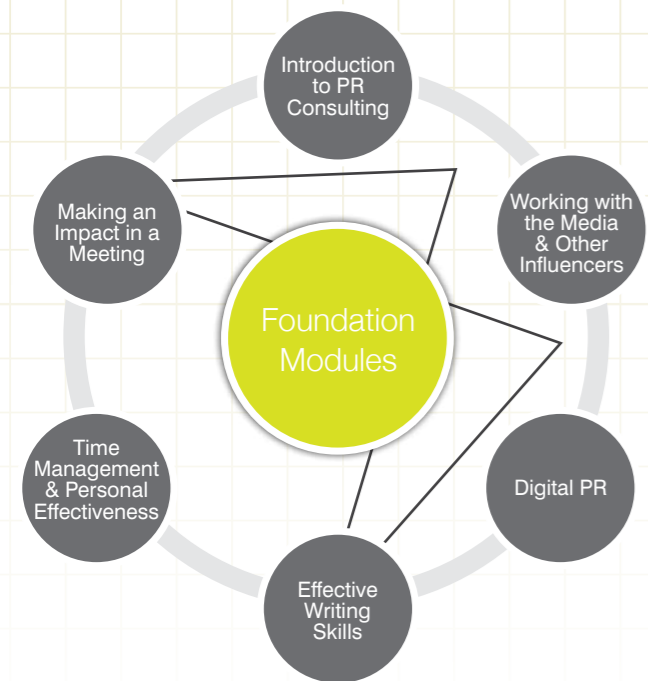
- DIGITAL & SOCIAL MEDIA TRAINING FOR PR: ENTRY, INTERMEDIATE & ADVANCED
- GOOGLE ANALYTICS: A MEASUREMENT & EVALUATION PLATFORM FOR PR
- USING SEO IN PR
- DEVELOPING SOCIAL MEDIA STRATEGIES FOR PR
- USING DIGITAL AND SOCIAL MEDIA TO WIN PITCHES
- SOCIAL MEDIA FOR PR LEADERS
- SOCIAL MEDIA PLATFORMS FOR PR

05 AMBER PR ACADEMIES

Our training academy modules are designed to address the needs of agency practitioners at each level of their careers. They are ready-made training programmes for the Foundation, Management and Leadership stages. Academy programmes can also be tailored with any of our courses to meet the needs of your specific team. We also offer bespoke training workshops as required.

A full list of our training workshops follows. Training appropriate for each level is indicated with the following key:

F = Foundation **M** = Management **L** = Leadership



TRAINING MODULES

06 TRAINING COURSES

ACCOUNT MANAGER MINDSET



Designed for SAE's about to become AM's and for AM's new to the role, this course offers a valuable insight into what makes the perfect AM.

Being an effective AM requires a change in both behaviour and thinking; it is the move from being a responsive doer to a pro-active manager - managing teams as well as clients and at the same time making a positive difference to the business as a whole.

This pacy half-day course includes:

- ✦ What makes a brilliant AM

Clients

- ✦ What clients want from their AM
- ✦ How to manage client relationships
- ✦ How to sell back you and your team
- ✦ Their part in running profitable clients

The Team

- ✦ What the team wants from their AM
- ✦ How to manage people - up and down!
- ✦ How to adapt to different personalities
- ✦ How to be the go-to person on the account

The Agency

- ✦ What does the agency want from AM's
- ✦ How to engage beyond people and clients
- ✦ Networking and new business - why it's important and how to do it

ACCOUNT DIRECTOR MINDSET



Making the transition from Account Manager to Account Director is challenging. It requires a shift in thinking; an understanding of business priorities, greater ownership of the delivery of outcomes and often the migration away from existing management behaviours. This clinic-style workshop supports consultants through this transition by clarifying the expectations of the AD role from the perspective of key stakeholders (clients/teams/agency) and the behaviours required to fulfil them.

Specifically, the course covers:

- ✦ Why a mindset shift?
- ✦ Understanding the difference between management and leadership
- ✦ Identifying the expectations of an AD from the perspective of three key stakeholders: Clients; Teams and Agency
- ✦ Delivering 'outcomes' over 'outputs'
- ✦ Building gravitas and becoming a trusted advisor
- ✦ Self-evaluation: changing old behaviours and embedding new ones
- ✦ Measures of success and how to organise and execute around priorities

BENEFITS:

- A clear understanding of the role and expectations of an Account Director and an action plan for enhancing performance in each area

BENEFITS:

- AM's better equipped with a greater understanding of just what is expected of them from clients, their teams and the agency - and importantly how to exceed those expectations. This in turn will free up the time of the AD to focus on the strategic side of the client relationship in the knowledge that the AM is running the account successfully on a day-to-day basis

ACCOUNT PROFITABILITY AND COMMERCIAL SKILLS



Delivering value for clients is vital. However, it is the ability to do so while maintaining healthy profit levels that determines the success and survival of every agency. This workshop provides consultants with the knowledge, skills and confidence to manage the commercial performance of their portfolio at every stage of a campaign or account lifecycle.

Specifically, the course covers:

- ✂ How agencies make money
- ✂ Developing a commercial mind-set – a look at your objectives and responsibilities
- ✂ Managing key profit components including planning; pricing; mark-up; service levels and organic growth
- ✂ Effective negotiation at three key touch-points: before, during and after delivery
- ✂ Practical application: role play, case scenarios and application to your personal portfolio
- ✂ Embedding new behaviours and taking action
- ✂ Evaluating your success

BENEFITS:

- Delegates will have the tools and behaviours required to manage the profitability and growth of their portfolio

CONSULTATIVE SELLING



Organic account growth plays a vital role in the profitability and success of any agency. This workshop empowers candidates to create and convert new revenue opportunities from within their existing portfolio. During the session, attendees will apply the techniques they have learned through practical exercises and role play, culminating in the development of a sales plan for their portfolio that can be implemented immediately.

Specifically, the course covers:

- ✂ Selling in an agency context – your experiences, challenges and responsibilities
- ✂ Important differences between consultative selling and transactional selling
- ✂ The attributes and behaviours of a good consultative sales person
- ✂ How to create opportunities to sell – proactive and reactive
- ✂ Effective selling techniques and how to use them
- ✂ Understanding the client decision making unit (DMU)
- ✂ Adapting your approach when selling to different personality types
- ✂ Application – role play and case scenarios
- ✂ Actions that change behaviour – your personal sales plan

BENEFITS:

- Equips consultants with the tools and understanding required to maximise the growth potential of their account portfolio

"I WANTED TO THANK YOU FOR THE ACCOUNT MANAGER MINDSET TRAINING THAT YOU RECENTLY RAN FOR THREE OF OUR SENIOR ACCOUNT EXECUTIVES. THE TEAM HAS LITERALLY BEEN BEAMING SINCE THE TRAINING. THEY ARE INSPIRED, EXCITED AND TOTALLY SWITCHED ON. IT'S AS IF YOU HAVE SHOWN THEM HOW GREAT THEY ARE AND CAN BE. THE CONFIDENCE, INITIATIVE AND PASSION THAT THEY ARE NOW BRINGING TO THEIR ROLES IS RIPPLING THROUGHOUT THE BUSINESS. THANKS."

Richard Cook, MD of Champion Communications

TRAINING MODULES



DESIGNED TO: GIVE PR PROFESSIONALS THE KNOWLEDGE AND SKILLS TO SUCCEED

CONTENT CREATION & ITS ROLE IN PR



The rise of content marketing has put PR agencies in a prime position to be the idea generators and content creators for their clients. But many PR consultants still fail to turn their ideas into powerful content strategies for their clients.

Specifically, the course covers:

- ✂ The role of PR in content creation
- ✂ An overview of content opportunities for PR agencies
- ✂ How to put content at the heart of your PR strategies
- ✂ Steps to become the idea generators and content creators for your clients

BENEFITS:

- Consultants capable of changing the image of the agency in the minds of their clients. Positioning PR as the drivers for content creation

"AMBER PROVIDES THE NEXT GENERATION OF TRAINING. INSTEAD OF CHURNING OUT MEDIOCRE 'ONE SIZE FITS ALL' COURSES, THEY WORK IN PARTNERSHIP TO DELIVER TAILORED WORKSHOPS. THE RESULTS ARE AMAZING! HIGHLY MOTIVATED STAFF, FOCUSED AND QUALITY TEACHING AND MOST IMPORTANTLY, A VISIBLE IMPACT ON STAFF SKILLS."

Katy Howell, Managing Director at Immediate Future

CRISIS COMMUNICATIONS FOR PR PEOPLE



PR teams tend to spend their working lives promoting their clients; so when a client is hit by a crisis or major incident, few are experienced in the modern basics of how to protect a reputation.

This half-day training session takes attendees through the evolution of a crisis, looking at how to handle a client, devise an appropriate response plan and handle the challenge of today's fast moving digital and traditional news and social media. This session provides delegates with the knowledge to blend proven methods with new digital techniques to manage common crisis situations and incidents.

Specifically, the course covers:

- ✂ Definition of a crisis
- ✂ The Crisis Preparation Checklist
- ✂ First Principles of Crisis Communications
- ✂ Good Crisis Communications in Action
- ✂ Your Crisis to Manage - practical exercise
- ✂ Summary and Conclusions

BENEFITS:

- The knowledge and capabilities to identify crisis planning projects for clients and the key steps to successfully handling a client crisis

DEVELOPING EFFECTIVE PR STRATEGIES



This workshop teaches a six-step strategic approach that can be applied to any communications challenge to generate the right results.

Specifically, the course covers:

- ✕ How to interrogate a brief?
- ✕ The difference between objectives, strategy and tactics
- ✕ Understanding the challenge
- ✕ Articulating strategy
- ✕ Developing key messages
- ✕ Tactics that achieve your goals
- ✕ How to evaluate results

BENEFITS:

- Provides the tools to help consultants to become strategic thinkers to solve any communications challenge

ESSENTIAL ELEMENTS OF A BRAND EXPERIENCE



Bringing a brand to life is an essential element of any PR campaign. This session looks at the essential elements of a Brand Experience and how to incorporate them into your PR campaigns.

Specifically, the course covers:

- ✕ Creating the right impression of your client's brand
- ✕ Engineering successful interactions with the Brand
- ✕ How to make the Brand responsive
- ✕ How to make the Brand resilient
- ✕ Turning brand ideas into saleable PR campaigns

BENEFITS:

- Brand aware consultants capable of turning ideas into saleable campaigns

GRAMMAR ESSENTIALS



Good grammar is non-negotiable in our industry; yet it's an area where many PR practitioners fall down. This workshop clears up some of the misconceptions around the English language and helps eliminate common errors.

Specifically, the course covers:

- ✕ What is punctuation
- ✕ Seven uses of the apostrophe
- ✕ The comma and the semi colon
- ✕ Relative pronouns
- ✕ Other common grammar mistakes

BENEFITS:

- More confident and effective communicators

HARNESSING THE POWER OF STORYTELLING IN PR



Science can now prove what we always suspected, storytelling is one of the most effective ways to attract people to your brand or product. This session explains how to harness the power of storytelling in your PR campaigns.

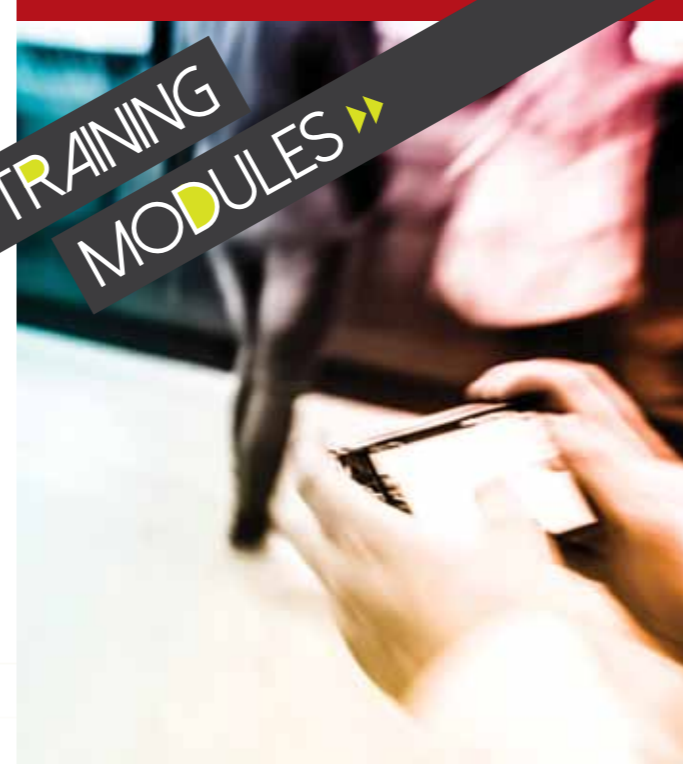
Specifically, the course covers:

- ✕ Why storytelling is effective
- ✕ The key elements of successful stories for PR campaigns
- ✕ How to create stories
- ✕ Making your stories shareable to amplify success

BENEFITS:

- More confident consultants able to construct, sell and execute story-based PR campaigns

TRAINING MODULES



DESIGNED TO:
GIVE PR PROFESSIONALS
THE KNOWLEDGE AND
SKILLS TO SUCCEED

HR FOR NON-HR MANAGERS

Designed for those with responsibility for part or all of the HR function within their organisation, this workshop provides participants with a solid foundation in both practical and strategic aspects of Human Resources. You will learn how to attract, develop, motivate and retain the best employees as well as how to address a variety of day-to-day issues such as performance, policy development and legislation.

Specifically, the course covers:

- ✕ How HR can deliver business impact
- ✕ What is strategic HR?
- ✕ Building effective training programmes
- ✕ Recruitment and selection strategies
- ✕ Reward programmes that motivate and inspire
- ✕ Systems for managing performance
- ✕ Important legislation present and future
- ✕ Developing policies and managing absence
- ✕ Engaging retention methods
- ✕ A manager's guide to disciplinary and grievance procedures

BENEFITS:

- More confident HR practitioners
- Better HR management
- Improved talent selection and retention

INTERVIEW AND SELECTION SKILLS

Business success relies heavily upon having the right people with the right skills to achieve your goals. But how can you ensure that you hire the right people when the only information you have is based on a CV and a couple of interviews? This session helps to take some of the risk out of recruiting by providing managers with the skills to conduct effective interviews and identify the most appropriate selection methods for hiring the right person for the job.

Specifically, the course covers:

- ✕ Planning and identifying your recruitment needs
- ✕ Why job descriptions matter
- ✕ Current legislation – things to be aware of
- ✕ What's in a CV – short-listing for the right reasons
- ✕ Ingredients for an effective interview
- ✕ How to shape questions that really give you insight
- ✕ Skills testing – choosing the best option
- ✕ Psychometrics – the best options for your business and how to use them

BENEFITS:

- Improved certainty of making the best selection for the role

"I JUST WANTED TO GET IN TOUCH AS WE HAVE HAD SOME REALLY POSITIVE FEEDBACK FOR THE PROPOSAL WRITING AND PLANNING SESSION YOU RAN. ALL THE ATTENDEES REALLY APPRECIATED THE CONTENT AND MENTIONED HOW BENEFICIAL THE CHECK LIST, STRUCTURE AND STRATEGY SECTIONS WERE. AND I QUOTE "THE PRESENTER WAS GREAT!"

Katie Hoy, Office Manager at 3 Monkeys

"AMBER HELPED ME DEVELOP BOTTLE'S APPRAISAL SYSTEM. WE HAD BEEN STRUGGLING FOR SOME TIME TO GET THIS RIGHT AND AMBER'S PRECISE MIX OF HR AND PR KNOWLEDGE PERFECTLY SUITED WHAT I NEEDED. THEIR TRAINING WAS ALSO BRILLIANT - MADE SMART OBJECTIVES IN PEOPLE MANAGEMENT REALLY COME TO LIFE AND DO-ABLE!"

Carole Scott, Director, Bottle PR



INTRODUCTION TO PEOPLE MANAGEMENT

Designed for employees who are new to people management or who have recently taken on responsibility for managing teams.

Specifically, the course covers:

- ✕ Core behaviours of a good people manager
- ✕ Beginning with the end in mind: the ingredients for results-focused management
- ✕ How to give an effective brief
- ✕ Delegation that empowers and motivates.
- ✕ Understanding your management style and how and when to adapt this.
- ✕ Techniques for delivering constructive feedback and managing poor performance
- ✕ How to manage upwards

BENEFITS:

- Participants are equipped with an understanding of the techniques required to manage highly motivated, productive teams focused on delivering results.

INTRODUCTION TO PR

This session is designed to answer all the questions for someone new to the industry and agency life.

Specifically, the course covers:

- ✕ The definition of PR: what is PR, jargon and terminology
- ✕ The PR process: from pitch to review
- ✕ Clients: the importance of clients, their in-house PR and marketing structures
- ✕ Media etiquette: handling incoming enquiries, fielding calls and taking messages, role play
- ✕ The role of social media in PR
- ✕ Suppliers: briefing and getting the best out of suppliers
- ✕ Managing your managers: time management, prioritising, understanding the pressures
- ✕ Evaluation, reporting, administration: developing contact and status reports, reviews

BENEFITS:

- Equips attendees with the knowledge they need to be effective from day one in the agency



MEDIA TRAINING



Amber's media training has been designed to ensure that all of your attributed spokespeople are able to maximise on a positive opportunity for media coverage, as well as equip them with the right tools to handle press intrusion that is less welcome.

Specifically, the course covers:

- ✕ Understanding how the media works
- ✕ Identifying the roles played by different kinds of journalists
- ✕ Know when to promote and when to protect
- ✕ Do's and don'ts when handling a media interview
- ✕ Building effective relationships with influential journalists
- ✕ Understanding the rules of engagement
- ✕ Techniques that achieve a win:win for both the spokesperson and the journalist

Designed as a workshop, the course is a mix of theory and practice. Drawing on the extensive experience of our trainers – all our trainers are both ex-journalists and PR practitioners of at least 15 years experience – the workshop includes role play scenarios to practise style of delivery and test effectiveness of content. Sessions can be either one-to-one or group sessions, there is no doubt that there is additional benefit in having analysis and feedback from other team members.

BENEFITS:

- Prepared and effective spokespeople for representing clients or the agency and industry

"THANKS FOR ANOTHER GREAT MEDIA TRAINING SESSION GUYS. ONCE AGAIN IT WAS A REALLY COMPELLING MIX OF THEORY AND PRACTISE. THE DELEGATES LEARN A LOT FROM BEING CRITIQUED AND THE VIDEO PLAYBACK PLAYS A MAJOR PART IN HELPING WITH THAT. AS EX-JOURNOS. YOU BRING ENORMOUS CREDIBILITY TO THE SESSION AND OUR GUYS ALWAYS LEARN A LOT. THANKS AGAIN."

Chris Martin PR Manager for Europe, Middle East, Africa & India at Honeywell Aerospace



DESIGNED TO: GIVE PR PROFESSIONALS THE KNOWLEDGE AND SKILLS TO SUCCEED

WORKING WITH THE MEDIA



The role of the media is changing rapidly. This session explains the role of today's media and how to build relationships, communicate and pitch successfully. With practical tips and role-play opportunities this session is designed to build confidence and help achieve results for clients.

Specifically, the course covers:

- ✕ Understanding the media landscape
- ✕ The impact of digital on media relations
- ✕ Effective media targeting
- ✕ Media scripts: five and 30 second dialogues, role play
- ✕ Media etiquette: handling incoming enquiries, fielding calls and taking messages, role play
- ✕ Nurturing relationships
- ✕ Responding to the media agenda: reacting to topical issues
- ✕ The cross sell: promoting multiple clients at one time, role play

BENEFITS:

- More effective consultants with a clear understanding of media needs and how to secure a win:win for client and journalist

MAKING AN IMPACT IN MEETINGS



Being in front of clients at monthly, quarterly or review meetings is the one clear opportunity for consultants to shine, leading to greater client retention and potential new business. But all too often junior consultants are seen in these meetings as nothing more than minute-takers.

This workshop is designed to give participants the confidence and ability to stand out in meetings and establish themselves as trusted advisors and valuable members of the account team, rather than just admin support.

Specifically, the course covers:

- ✕ Why we need to make an impact in a meeting?
- ✕ Common barriers to success and how to overcome them
- ✕ How to prepare effectively; and to how to follow up
- ✕ Becoming more aware of your current behaviours and how to enhance them
- ✕ Adopting the mindset required to gain the trust and respect of the client
- ✕ Developing the confidence to establish your own client relationships
- ✕ Building the skills required to interact effectively in meetings
- ✕ Your personal plan to make an impact

BENEFITS:

- Equips team members with the tools and techniques to make an impact in a meeting, no matter how 'junior' they might be



MANAGING APPRAISALS

For many managers, appraisals are seen as a chore rather than a useful business tool. In this session participants will learn how to turn an appraisal into a constructive discussion that adds value to the business, the manager and the employee by aligning efforts to personal and business goals.

Specifically, the course covers:

- ✧ Performance appraisals in a business context
- ✧ The benefits of appraisals for the employer and the employee
- ✧ Developing an approach that works for your business
- ✧ 10 steps to an effective performance appraisal
- ✧ The art of listening and observation
- ✧ Tailoring your approach to different personality types
- ✧ Delivering constructive feedback
- ✧ How to use 360° feedback
- ✧ Dealing with conflict and negative responses
- ✧ Objective setting for tangible results
- ✧ Identifying solutions to training and development needs

BENEFITS:

- Effective line managers equipped to get the best from their team. More successful team development

"THE COACHING, TRAINING AND WIDER AGENCY SERVICES DELIVERED BY AMBER ARE FIRST RATE. THEIR AGENCY INSIGHT AND EXPERIENCE COUPLED WITH THEIR PRACTICAL DELIVERY STYLE PROVIDES HIGH VALUE AND LASTING IMPACT."

Lara Leventhal, Deputy MD UK, Ogilvy Public Relations

NEGOTIATION SKILLS

Negotiation is the heart of everything we do; whether it's with suppliers, employees, managers or, of course, clients. Good negotiators recognise the various elements of effective negotiation – it will often involve different personalities with different emotions and motivators. But what every good negotiator knows is that they should be driving for that elusive win:win for both parties.

During this session the facilitator plays the role of the client/prospect in a series of role plays. This enables candidates to put new skills to the test and hone their approach and confidence.

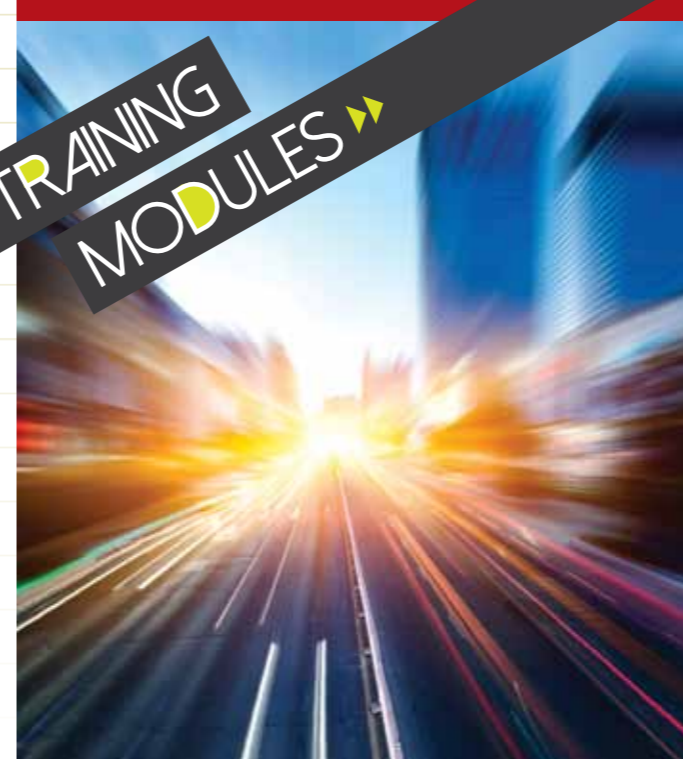
Specifically, the course covers:

- ✧ The importance of negotiation
- ✧ How to 'productise' the service offered, making it easier to sell
- ✧ The different roles within the client's DMU (decision making unit)
- ✧ The different personality types – what a 'win' looks like to them
- ✧ Minimise the emotions – be a rational negotiator
- ✧ What makes an ideal client – what we should be looking for
- ✧ The value of the service we offer – the client wants it so stop giving it away!
- ✧ When to walk away
- ✧ How to get that elusive win:win for both parties

BENEFITS:

- More confident and successful negotiations leading to more profitable accounts

TRAINING MODULES



DESIGNED TO:
GIVE PR PROFESSIONALS
THE KNOWLEDGE AND
SKILLS TO SUCCEED

PERSUASIVE WRITING

Providing a practical guide to writing persuasive copy, this session explains how to write copy that will convince the reader to take a specific action or form a specific opinion. Using practical exercises and some of the most effective PR and Advertising principles, this session can be tailored to cover the specific writing requirements of your consultants.

Specifically, the course covers:

- ✧ The secret of persuasive writing
- ✧ Understanding your reader
- ✧ Writing for results
- ✧ Putting persuasive writing into action
- ✧ Practical writing exercises

BENEFITS:

- More persuasive copywriters that can put the PR power of words to effective use

"JUST TO LET YOU KNOW THAT YOUR PRESENTATION TRAINING SESSION AT MILTON KEYNES AND IN CHICAGO SCORED AN AVERAGE OF 4.84 OUT OF 5.0 AND WERE THE HIGHEST RATED SESSIONS ON BOTH TRAINING COURSES. AN OUTSTANDING RESULT. CONGRATULATIONS!"

Barbara Harvey, Managing Director,
Technology Consulting Firm

PERSONAL EFFECTIVENESS & TIME MANAGEMENT

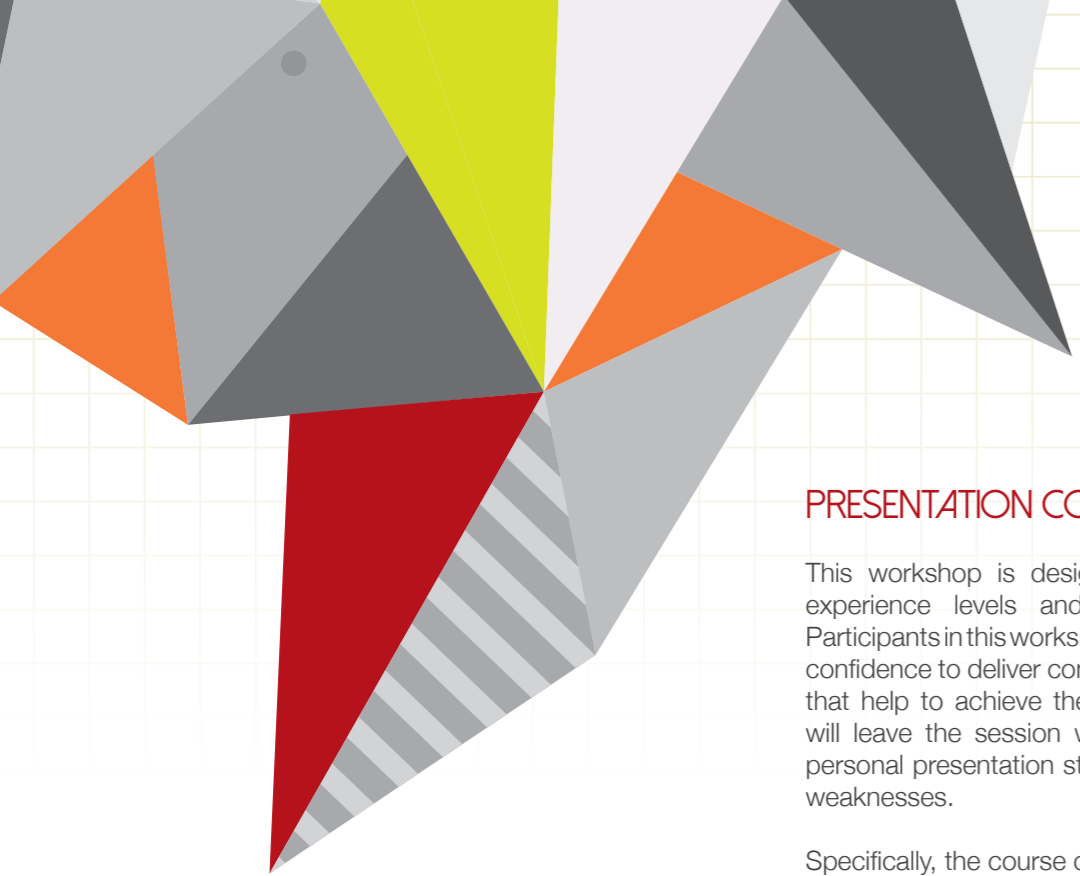
Participants in this session learn how to improve their effectiveness both within the workplace and on a personal level.

Specifically, the course covers:

- ✧ Why time is important and what it means for the individual and for the business
- ✧ Establishing priorities - an exercise to identify the outcomes participants are expected to achieve in their roles and how to prioritise workload around these
- ✧ The Time Management Matrix - a useful tool for establishing priorities
- ✧ Effective planning techniques – includes an exercise where participants apply their learning by planning a working week based on their live 'to do' list
- ✧ Overcoming procrastination: when and why does it happen and solutions to stop doing it
- ✧ Dealing with the unexpected: how to accommodate crises and last minute requests
- ✧ Personal effectiveness plan – each participant completes an action plan for implementing what they have learned back in the workplace

BENEFITS:

- A greater focus on delivering results within allocated timeframes, plus the skills and confidence to accommodate unexpected requests and proactively find solutions for overcoming barriers to meeting deadlines



PRESENTATION COACHING



This workshop is designed to be adapted to suit the experience levels and objectives of those attending. Participants in this workshop will gain the knowledge, skills and confidence to deliver convincing and impactful presentations that help to achieve the desired audience response. They will leave the session with a clear understanding of their personal presentation strengths and how to overcome their weaknesses.

Specifically, the course covers:



- ✕ The objectives, hopes and fears of presenting
- ✕ Three minutes of fame (videoed presentations with critique)
- ✕ What makes a good presenter?
- ✕ How to structure a high-impact presentation
- ✕ Telling the 'story' and delivering key messages
- ✕ Understanding and connecting with your audience
- ✕ 'You the performer' – using words, tone and body language effectively
- ✕ Effective preparation and practice
- ✕ Nerves and how to deal with them
- ✕ The use of visual aids
- ✕ Managing questions and answers, demonstrating knowledge and thinking on your feet
- ✕ Ten minute presentations (videoed) plus critique and personal development plan

BENEFITS:

- Delegates will be given a valuable insight into their own personal style
- As a result of this session, delegates will have learned the techniques to be more effective presenters, adapting their own individual style to ensure that critical messages are delivered with impact

BENEFITS:

- Delegates will have a clearly identified plan in place to help the agency to win new, better and more profitable business

PITCHING TO WIN

Aimed at senior consultants (AM and upwards) this course looks at all the various aspects of the successful pitch, from initial lead generation through to closing the deal. The course is adapted to the specific needs of the agency, taking into account current methods used to win business and how they can be improved to increase success rates.

Specifically, the course covers:

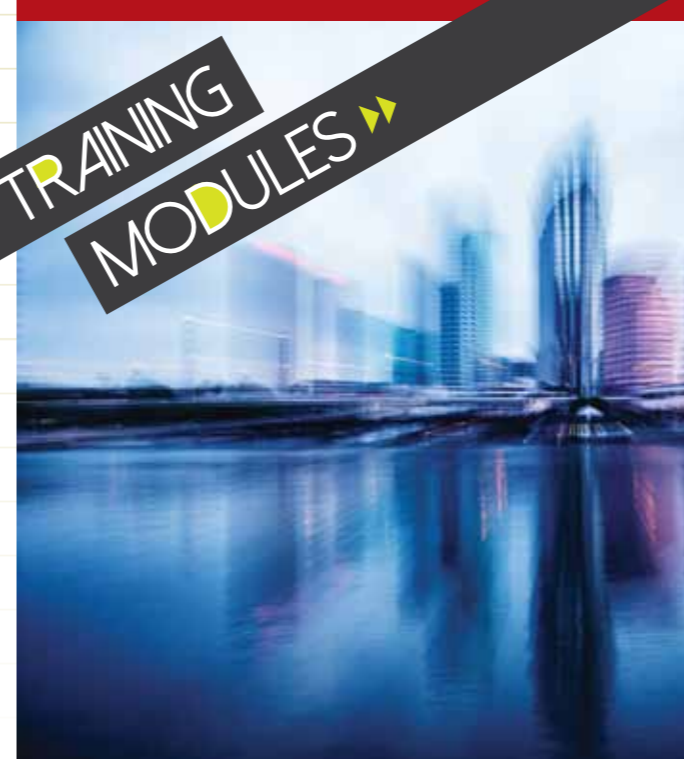
- ✕ How to identify opportunities
- ✕ The art of networking to uncover opportunities
- ✕ Turning opportunities (suspects) into leads (prospects)
- ✕ Building a 'must-win' programme to give you the best chance of winning
- ✕ The pitch itself - how to present with impact
- ✕ Follow up to ensure success
- ✕ Negotiating the best deal

"YOU WILL BE PLEASED TO HEAR THAT I CAME OUT OF THE SESSION AND PROMPTLY STRIPPED OUT ABOUT HALF OF THE SLIDES FROM THE PROPOSAL WE DISCUSSED. I ALSO RE-ADDRESSED THE UNDERLYING STRATEGY FOLLOWING THE TRAINING COMMENTS.

IT WAS SENT TO THE CLIENT LAST NIGHT AND SIGNED OFF THIS AFTERNOON! MY CLIENT WAS KEEN TO POINT OUT THAT THE STRATEGY WAS SPOT ON TARGET. SO BIG THANKS FOR YOUR GUIDANCE!"

Sarah Littlefair, Senior Consultant, Wildcard PR

TRAINING MODULES



DIGITAL AND SOCIAL TRAINING FOR PR

Digital and social media have completely disrupted the PR landscape. New opportunities and challenges abound. Our range of training helps PR professionals take full advantage of these critical and fast changing new aspects of our industry. We provide knowledge and practical advice about how to win, advise and keep clients through these innovative new approaches.

Our most popular half-day sessions are outlined below but courses can be tailored to meet your specific needs.

TRAINING MODULES:

SOCIAL MEDIA IN PR - ENTRY LEVEL, INTERMEDIATE & ADVANCED

ENTRY LEVEL



This workshop is for consultants of all levels who have little or no experience of using social media in a professional PR context. It will bridge their knowledge gaps and give them confidence to use social media in a day-to-day work environment. Delegates will improve their understanding of the key social media platforms, as well as gain insight into the essential tools for listening, publishing and engaging on each network. We'll also cover the basics of social media measurement.

INTERMEDIATE



Many PR consultants are already using social media in a personal capacity. Or are using it in a rudimentary fashion on behalf of clients. This workshop will further advance their knowledge and practical capability. It provides insight into best practice techniques for planning, managing and measuring social media activity.

ADVANCED



PR consultants and senior management executives already involved in social media activity on behalf of clients will benefit most from our advanced workshop. We take a deep dive into how social media works in the overall PR and communications mix. We also examine advanced social media measurement and evaluation techniques such as attribution analysis.

GOOGLE ANALYTICS: A MEASUREMENT & EVALUATION PLATFORM FOR PR



Google Analytics provides the perfect platform for PR professionals to monitor, measure and improve the results of their PR and social media campaigns. This session looks at the benefits of building Google Analytics into an essential element of your PR campaign and provides the practical knowledge to use it effectively.

PROPOSAL WRITING



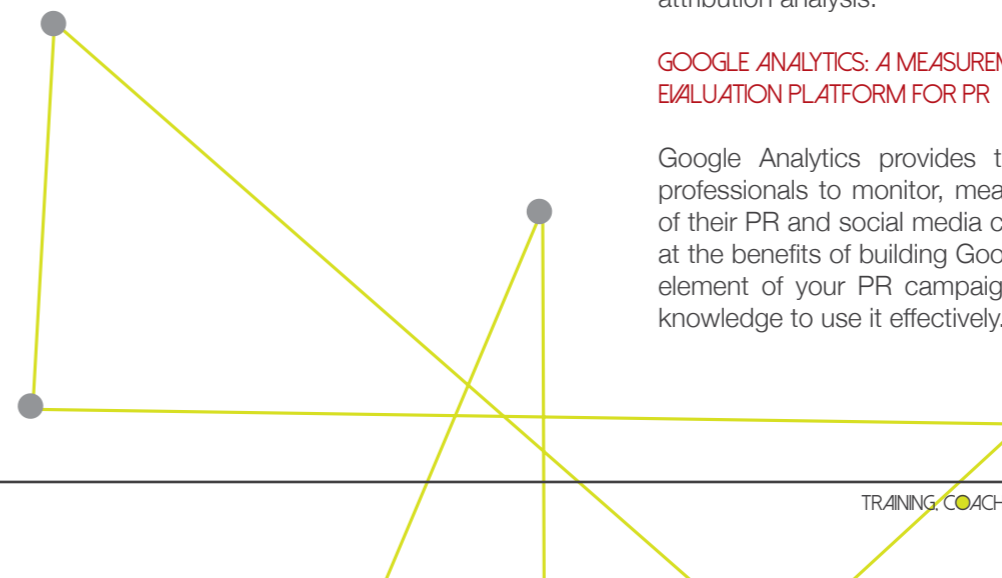
Even the very best PR strategies and campaign ideas can fail to shine in a poorly written proposal. This session cuts away the formulaic and provides a process to write crisp, clear and impactful proposals.

Specifically, the course covers:

- ✕ Understanding what will help you win
- ✕ Structuring your proposal for success.
- ✕ The power of story telling
- ✕ Using persuasive language
- ✕ Explaining ideas with impact

BENEFITS:

- Understanding of the key elements of a successful proposal
- A thought process to follow
- Ability to communicate complex ideas in a simple and compelling manner





USING SEO IN PR



Demand for Search Engine Optimisation (SEO) skills in the PR industry continues to rise. However, adoption levels remain low. This workshop demystifies the subject for PR professionals while also providing practical insight into the tools and techniques that can be used in a typical, day-to-day PR workflow.

DEVELOPING SOCIAL MEDIA STRATEGIES FOR PR



This workshop looks at the six steps to implementing a successful social media campaign as part of a wider PR programme. Attendees will learn how to set objectives, establish their target audiences, identify the correct platforms to use and what types of content will be successful. An overview of essential social media management and measurement tools is also included.

USING DIGITAL AND SOCIAL MEDIA TO WIN PITCHES



A wealth of free and cost effective resources exist to help PR consultancies win business more effectively. This session shows PR professionals how to make the most of these tools to provide a more robust, evidence-based approach to pitch recommendations. We show you how to demonstrate better prospect understanding and insight, as well as improved audience profiling and programme delivery advice.

SOCIAL MEDIA FOR PR LEADERS



With the PR industry being turned on its head by the impact of social media, many senior PR consultancy leaders feel under qualified to advise clients and sell social media driven programmes. This popular session takes a strategic look at social media covering the essential issues and implications for PR agencies and their clients. We also provide real world examples of the valuable insights that social media data can provide.

SOCIAL MEDIA PLATFORMS FOR PR

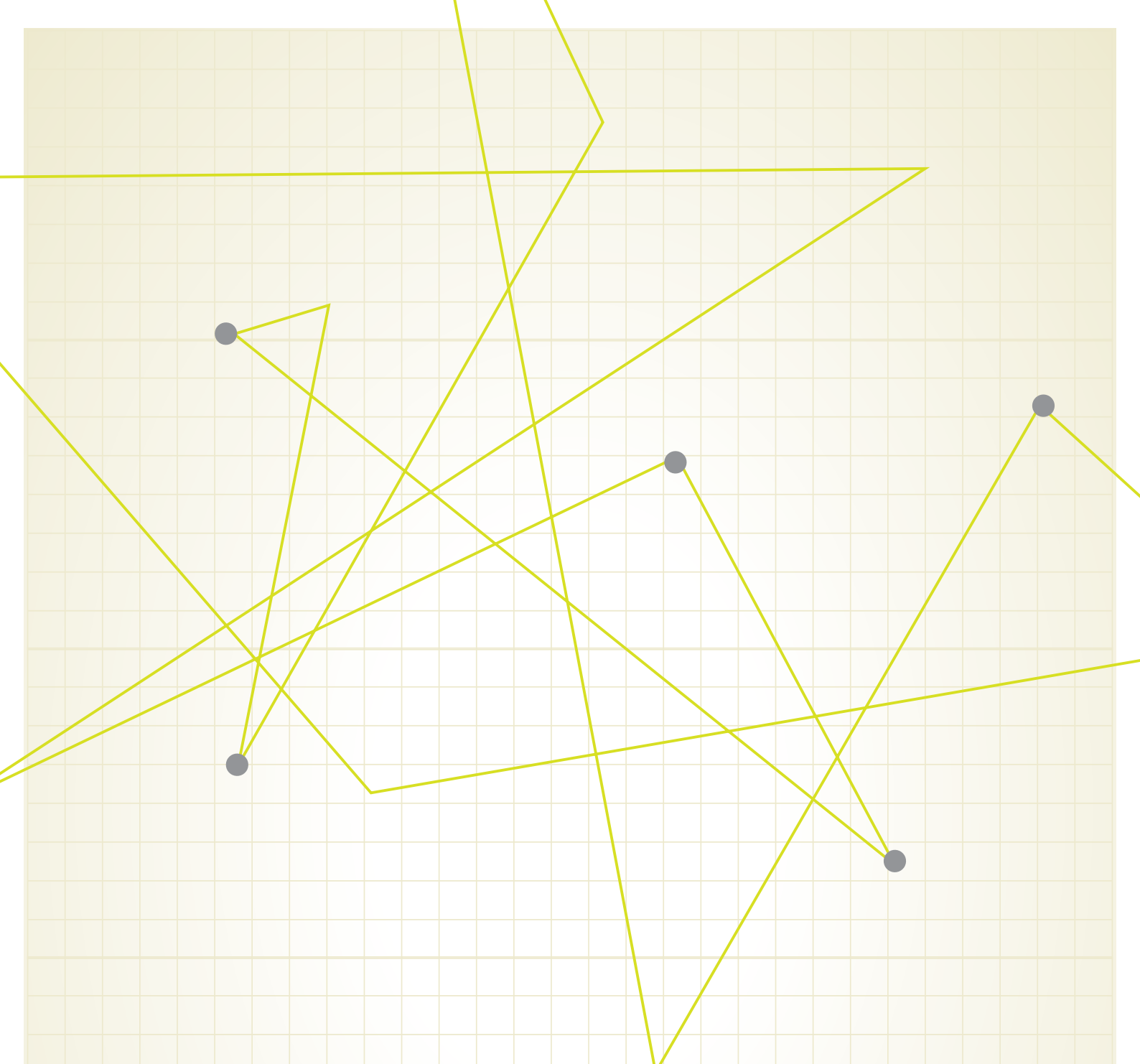


This series of workshops lifts the lid on the key social media platforms in use today and explains how PR professionals can identify and make the best use of particular platforms for their clients' campaigns.

Agencies can concentrate on one platform for a deep dive half-day session. Or choose from up to three of the following list for a broader overview of social media related PR techniques and tools: Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, Instagram, Vine or Quora.

**WE HELP OUR CLIENTS TO
ACHIEVE THEIR BUSINESS
GOALS BY PROVIDING
THEIR PEOPLE WITH THE
MOST EFFECTIVE TRAINING,
COACHING AND HR TOOLS
TO MAKE A REAL DIFFERENCE
TO THE COMPANY'S
PERFORMANCE.**





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