
LSPR COURSE BROCHURE 2021

LSPR
London School
of Public Relations



The Future of Communications.

CPD
CERTIFIED
The CPD Certification
Service

ABOUT

LSPR is one of London's world class training providers. Established in 1992, LSPR has a wide range of scope and are specifically experts in communications and management training.

Each course is delivered live with a key industry expert leading the session. Communication throughout the session will be interactive, with delegates being able to discuss key concepts, case studies and examples with both the trainer and others undertaking the course.

We are focussed on providing customised advice to our clients in order to find solutions to problems.

It is our commitment to provide a service to clients that is up-to-date, reliable, accurate, transparent and evidence based.

We want our clients to be comfortable and confident with handling issues and situations that may be replete with ambiguity and complexity. Currently, this support is needed more so than ever.

The external environment is uncertain and moving at a rapid speed, many organisations will struggle to keep up with the issues that this uncharted territory may bring. We are here to guide you and your teams through times of change and uncertainty. Allow us to assist you and protect your most valuable asset - your hard earned, but easily lost, reputation.

HOW WE TRAIN

Our live sessions are limited to a maximum of eight attendees. You will be supported by an expert trainer throughout the course. The remote-learning sessions are interactive and practical, helping you seek solutions.

We aim to provide our clients with a supportive space, to openly discuss your challenges, new ideas and evaluate existing ones.

LSPR attendees are assessed prior to a session with a pre-training assessment form. The form contains questions relating to your or your staff's position, the level of current understanding, immediate training needs and objectives of the training.

We aim to make the session as specific to our clients' needs as possible, by understanding skills gaps and requirements before the course takes place. We send the pre-training assessment form ahead of time and this will be shared with the trainer and integrated into the course.

ACCREDITATION

LSPR courses are approved and awarded by the Continuing Professional Development accreditation and Certification body (The CPD). For further details please click [here](#).

Provided attendance and contribution throughout the course has been to a specific standard, delegates will gain a CPD approved qualification, awarded at Certificate, Advanced Certificate or Diploma level.

OUR DELEGATES

For over 25 years, LSPR has trained thousands of clients from both the private and public sectors. We have experience in receiving delegates from multiple sectors and backgrounds. Our delegates provide us with wonderful feedback on the benefits of practical training and the new skills acquired.

One common point they make is how useful our consultative approach had been in giving them practical and realistic solutions to the challenges they face in their roles. They gain confidence, improve up-to-date knowledge, empowered and feel invested in and hence motivated to perform in their jobs.

OUR TRAINERS

Our associate trainers have significant experience in their specialist fields and have been selected for their operational exposure, critical thinking skills, understanding of key topics and industry expertise.

VALUE

AT LSPR WE WISH TO MAKE THE CLIENT EXPERIENCE AS POSITIVE AS POSSIBLE.

Key ways in which LSPR adds value to your organisation:

- Specialist advice and guidance
- Consultancy and coaching, not just regular training
- Practical and discussion-based sessions
- Solutions-driven
- Building your brand
- Supporting your reputation
- Creative approach to problem-solving
- Improving team performance and internal communications
- Gain real-life insights, from industry experts

We aim to provide services and training that ensure clients develop the necessary capabilities to defend, secure and enhance their reputation within a knowledge economy

It is our goal to broaden the scope of reputation management to include important digital and technological developments.

We are experts in developing executives' mind-sets through leadership and critical thinking training, thereby improving decision-making.

PUBLIC RELATIONS & COMMUNICATION SKILLS



Gain a thorough understanding of the latest trends in PR, branding, communications, CSR, media relations, PR strategy & campaigns, copy editing and business writing with our range of practical, industry focused courses.

RISK & CRISIS MANAGEMENT



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.


WRITING & EDITING SKILLS



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 in getting your written communications to an excellent standard

MINDFULNESS & WELLBEING



Led by trained professionals, LSPR's range of courses will help you develop mindfulness techniques to reduce stress and improve your wellbeing at work or home

CLIENT LIST

LSPR is proud to have worked with the following clients:

أرامكو السعودية
Saudi Aramco



Cartier

AIRFRANCE



STC
الاتصالات السعودية



بنك قطر المركزي
QATAR CENTRAL BANK



BBC



MINISTRY of HEALTH
REPUBLIC OF BOTSWANA



طموح | منشآت
monsha'at

Our full client list is available online on our website

