



أكاديمية الزمالة  
العربية البريطانية



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Arab British Academy Fellowship  
A.B.A.F





# Public Relations Management

## Objectives

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- This program aims to identify the latest developments and the latest methods that have emerged in the fields of supervision of public services through the use of experience that combines the academic study and practical experience related to this activity in discussing and explaining the latest techniques in the management of public services and the latest methods of performance Supervising the general services and the basic requirements and conditions necessary for them, preparing and developing their designs, as well as the activities related to managing the operations related to these services and the procedures accompanying them.

## Who Should Attend?

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- PR staff
- PR managers
- Team leaders and supervisors
- Directors and Heads of Departments
- Executives

## Seminar Outline

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### DAY 1

- Define development objectives for public service activities.
- Identify indicators to measure and assess the extent to which these objectives are achieved.
- Define the forces that impede and encourage the development of performance.
- Develop action programs and improvement and development plans.
- The functions of supervisors in the management, nature and importance of public services in contemporary organizations

### DAY 2

- CONTRACTORS OF CONTRACTORS
- How to supervise the work of contractors
- Behavioral skills for administrative personnel
- Planning work in administrative services
- Organization of work and personnel in administrative services



### DAY 3

- Methods and skills of goal setting and planning of work programs, identification of work needs and employment, organization, classification and distribution of work to the principals).
- Objectives of the development plan Performance on public service activities
- Supervision skills for office furniture, stationery and post.
- In the field of office maintenance, furniture and furnishings
- Supervising skills, maintenance and beautification of gardens, housing and housing workers

### DAY 4

- Nutrition supervision skills
- The role of the General Services Department in monitoring the movement and means of transport of workers.
- Best and Worst Supervisor, Success Skills: Professional, Human Relations and Administration, List of Supervisory Skills, Developing Human Skills and Good Relationships, Naughty Employee and Unjustified Mistakes.

### DAY 5

- How to budget and manage expenses for the public services activity.
- Indicators of measurement and assessment of achievement of objectives
- Performance criteria and performance indicators
- Types of performance indicators
- Multiplicity of performance indicators to measure one goal



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