



PR TRAINING FOR YOUR MEMBERS

JUST IN TIME. JUST ENOUGH. JUST FOR YOU.



INTRODUCTION

Your members look to you as a leading organisation in the industry to provide them with cutting-edge training to keep their businesses ahead of the curve. We know that:

- 69% of 57 million adults in the USA received training from a private company or an association in the past year.

Continuing Professional Development is one of the key reasons for people joining associations, but member training can be a big drain on your resources. We know that:

- 26% of people said that they left their association because it didn't provide them with sufficient value.

There is a better option.

Offer your members exclusive access to bite-sized, online PR training courses written by professionals, for professionals. Provide them with a credible, educational resource that will enhance their ability and skills. Our mobile friendly courses allow your members to study on the go or in their spare time.



OUR COURSES



These courses are accessible to your members through your association.

The subscription gives your members access to cutting-edge PR training, which is constantly updated and enhanced. Your members have immediate access to all of our courses, 6 new courses will be added every 3 months. You are guaranteed 24 new courses a year. Your members will always be on top of the emerging trends in PR & communications.

TESTIMONIAL

"I really appreciated the format and the descriptive pages were excellent. The video was produced very well, good lighting and volume. I liked the approach of reading, then watching, and then the quiz after the 10 modules. In terms of style and format and content selection, I agree that much of this information would be valuable to our members. Overall I did not see any topics on the list I would rule out."

-Tim Walter, Executive Director,
Catholic Press Association of the United States and Canada

ABOUT

The PR Training Academy is built on years of professional and academic experience in the communications industry. Our courses reflect industry change and trends, and are delivered from the perspective of a PR Professional.

Our founder, Ellen Gunning, has been working in the PR industry for the past 25 years, and is author of the core text "Public Relations: A Practical Approach" (Macmillan Higher Education UK, 3rd edition, October 2018), which is studied by third level student internationally.

Our courses reflect the needs of agencies, consultants, educators, and freelancers. They are on-message, available 24/7 and written for PR professionals.

To learn more about Ellen Gunning visit:
<https://www.linkedin.com/in/ellengunningpr/>



CONTACT US TODAY TO REGISTER YOUR ASSOCIATION AND GIVE YOUR MEMBERS THE ONLINE RESOURCES THEY NEED TO STAY COMPLETELY UP TO DATE IN A FAST-PACED COMMUNICATIONS ENVIRONMENT.

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