# **YOUR PR APPRENTICESHIP BOOKING FORM**

PRCA delivers training courses to support apprentices’ learning, 60/90-minute-webinars and half/full-day virtual classroom sessions. These courses feed into apprentices’ development of the knowledge and skills outlined in the [PR & Communications Assistant apprenticeship standard](https://www.instituteforapprenticeships.org/apprenticeship-standards/public-relations-and-communications-assistant-v1-0).

Each apprentice will use this as a booking form, and as a way of keeping a log of courses booked and attended. All live and recorded training courses are listed in the tables below, alongside the knowledge/skill they support, their duration, and the date chosen to attend/watch.

## **LIVE TRAINING COURSES**

There are **53 mandatory training** courses – 14 virtual classrooms, 35 live webinars, and 13 recordings. All mandatory courses must be attended during the 14-month training period. Wherever possible, all mandatory course-dates are to be scheduled within the first two months of an apprentice’s programme, with the actual dates spread throughout the training period. Apprentices and managers can use the suggested periods as a guide, subject to availability.

Each course name is hyperlinked to the PRCA website, please use these to view and select from available dates. These courses are booked with the PRCA Apprenticeships team.

*Each apprentice has two additional recordings of* ***live*** *webinars to claim for the duration of their apprenticeship.*

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| **Training Stage** | **Skills/Knowledge Heading** | **Supporting PRCA Courses** | **Format** | **Time spent** | **Date Chosen** |
| **FORM**  *Months*  *1-3* | **Understanding PR, Ethical & Inclusive Practice** | [Ethics in PR](https://www.prca.org.uk/training/courses?title=Ethics+in+PR&level_68=All&skill_69=All&city=All) and Communications | Webinar | 1½ hrs |  |
| [Introduction to PR](https://www.prca.org.uk/training/courses?title=Introduction+to+pr&level_68=All&skill_69=All&city=All) and Communications | **Virtual Classroom** | 7 hrs |  |
| [Behavioural Economics – The science behind successful PR](https://www.prca.org.uk/training/courses?title=Behavioural+Economics&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **Client Management** | [Project Management](https://www.prca.org.uk/training/courses?title=project+mana&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 7 hrs |  |
| **Internal Communications** | [Building an Internal Communications Campaign that Works](https://www.prca.org.uk/training/courses?title=Building+an+Internal+Communications+Campaign+that+Works&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| **Workload, Deadlines, and Personal Skills** | [Building Resilience](https://www.prca.org.uk/training/courses?title=Building+Resilience&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [How to Manage your Time and Workload More Effectively](https://www.prca.org.uk/training/courses?title=How+to+Manage+Time+and+Workload+More+Effectively&level_68=All&skill_69=All&city=All) | Webinar | 6 hrs |  |
| [Successful Meetings](https://www.prca.org.uk/training/courses?title=Successful+Meetings&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Successful Networking](https://www.prca.org.uk/training/courses?title=successful+networking&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 3 hrs |  |
| **Purpose in PR and ESG** | [Purposeful Communication and Communicating Purpose](https://www.prca.org.uk/training/courses?title=Purposeful+Communication+and+Communicating+Purpose&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [A Practical Introduction to ESG Communications](https://www.prca.org.uk/training/courses?title=ESG&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 3 hrs |  |
| **NORM**  *Months*  *4-8* | **Writing for PR & Communications** | [Introduction to Writing for PR and Communications Practitioners](https://www.prca.org.uk/training/courses?title=Introduction+to+Writing+for+PR+and+Communications&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Getting to Grips with Grammar](https://www.prca.org.uk/training/courses?title=Getting+to+Grips+with+Grammar&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Write Results - From press releases to tweets](https://www.prca.org.uk/event/5021/write-results---from-press-releases-to-tweets)  OR  [Writing Effective Press Releases](https://www.prca.org.uk/training/courses?title=effective+press&city=All&level_68=All&skill_69=All&trainer_58=All)  CHOOSE ONE | **Virtual Classroom** | 7 hrs |  |
| [Unlock Your Writing Super Power](https://www.prca.org.uk/training/courses?title=UNLOCK+YOUR+WRITING+SUPER&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 7 hrs |  |
| **Creativity** | [Unleash your Creativity](https://www.prca.org.uk/training/courses?title=unleash&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **Media Coverage and Relations** | [Gaining Coverage in a Digital Media World](https://www.prca.org.uk/training/courses?title=Gaining+Coverage+in+a+Digital+World&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Successful Media Messages](https://www.prca.org.uk/training/courses?title=Successful+Media+Messages&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Selling into the Media](https://www.prca.org.uk/training/courses?title=selling+into+the+media&level_68=All&skill_69=All&city=All) | **Virtual Classroom** | 7 hrs |  |
| [How to Curate a Content-Led PR Campaign Masterclass](https://www.prca.org.uk/training/courses?title=how+to+curate+a+content&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 3 hrs |  |
| **PR & Communications Campaigns** | [Managing an Integrated Communications Campaign](https://www.prca.org.uk/training/courses?title=managing+an+integrated&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| Planning a Strategic PR Campaign | **Virtual Classroom** | 7 hrs |  |
| [Measuring and Evaluating PR Campaigns](https://www.prca.org.uk/training/courses?title=Measuring+and+Evaluating+PR&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| **Winning New Public Relations Business** | [Your Role in New Business Pitching](https://www.prca.org.uk/training/courses?title=Your+Role+New+Business+Pitching&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Presentation Skills](https://www.prca.org.uk/training/courses?title=presentation+skills&level_68=All&skill_69=All&city=All) | **Virtual Classroom** | 7 hrs |  |
| **Digital Skills and Social Media**  (SELECT 5) | [How does SEO work? A guide for PR and Communications Practitioners](https://www.prca.org.uk/training/courses?title=How+Does+SEO+work%3F+A+Guide+for+PR+Practitioners&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Navigating the Paid Marketing Landscape in 2022 and Beyond](https://www.prca.org.uk/training/courses?title=navigating&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Digital Landscape for PR and Communications (+ Social Media)](https://www.prca.org.uk/training/courses?title=Digital+Landscape+for+PR&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [An Introduction to AI in PR & Communications](https://www.prca.org.uk/training/courses?title=introduction+to+ai+in+pr&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 3 hrs |  |
| [Introduction to Google Analytics for PR and Communications (Part 1 and 2)](https://www.prca.org.uk/training/courses?title=GOOGLE+ANALYTICS&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1 hr |  |
| 1 hr |  |
| [Content Marketing: Creative Strategy Tips to Drive Conversation](https://www.prca.org.uk/training/courses?title=CONTENT+MARKETING&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 3 hrs |  |
| [How to Write for Social](https://www.prca.org.uk/training/courses?title=HOW+TO+WRITE+FOR+SOCIAL&city=All&level_68=All&skill_69=All&trainer_58=All) | **Virtual Classroom** | 3 hrs |  |
| [The Right Way to use Facebook for PR and Communications](https://www.prca.org.uk/training/courses?title=The+Right+Way+to+use+Facebook+for+PR+and+Communications&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Using Instagram for Comms](https://www.prca.org.uk/training/courses?title=INSTAGRAM&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [LinkedIn for PR and Personal Branding](https://www.prca.org.uk/training/courses?title=LinkedIn+for+PR+and+Personal+Branding&level_68=All&skill_69=All&city=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Using Video in Social Media for PR and Communications](https://www.prca.org.uk/training/courses?title=Using+Video+in+Social+Media+for+PR&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Social Media 3.0: exploiting the latest tools and techniques](https://www.prca.org.uk/training/courses?title=social+media+3.0&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Marks the Spot: Navigating X for PR and Comms](https://www.prca.org.uk/training/courses?title=Navigating+X+&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Implementing A Social Media Audit](https://prca.org.uk/training/courses?title=Implementing+A+Social+Media+Audit&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Influencer Relations](https://www.prca.org.uk/training/courses?title=Influencer+Relations&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Creating Great B2B Social Media Campaigns](https://prca.org.uk/training/courses?title=Creating+Great+B2B+Social+Media+Campaigns&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **Public Affairs** | [Introduction to Public Affairs](https://www.prca.org.uk/training/courses?title=Introduction+to+Public+Affairs&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| [Running an Effective Political Campaign](https://www.prca.org.uk/training/courses?title=Political&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Social Media in Public Affairs](https://prca.org.uk/training/courses?title=Social+Media+in+Public+Affairs&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| [Public Affairs Outside Westminster](https://prca.org.uk/training/courses?title=Public+Affairs+Outside+Westminster&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |
| **PERFORM**  *Months*  *9-13* | **Brands & brand strategy** | [Brand Managers, Brand Economics and PR](https://attendee.gotowebinar.com/register/1790831089836465676) | Webinar | 1½ hrs |  |
| **Career Development** | [Climbing the PR and Communications Career Ladder](https://www.prca.org.uk/training/courses?title=Climbing+the+PR+Career+Ladder&level_68=All&skill_69=All&city=All) | Webinar | 1½ hrs |  |
| **Crisis Management** | [Crisis Management in a Complex, Global Environment](https://www.prca.org.uk/training/courses?title=COMPLEX+GLOBAL+&city=All&level_68=All&skill_69=All&trainer_58=All) | Webinar | 1½ hrs |  |

## **RECORDINGS**

All the courses below are available on OneFile, within the *Courses* section. As a minimum, it is a requirement that all apprentices watch *Working with Clients*, marked in green.

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| **Skills/Knowledge Heading** | **Supporting PRCA Webinars** |
| **Understanding PR, Ethical & Inclusive Practice** | The Diversity Dividend: Beyond the tickbox to business performance and self-knowledge |
| **Finance and Budgets** | Introduction to Budgeting: Budgets and financial processes relating to PR campaigns |
| **Client Management** | Working with Clients: the essentials |
| **Brands & brand strategy** | Brands in PR |
| **Blog Production Skills** | How to Create an Effective Blog |
| **Social Media** | Tik Tok |
| **Personal and Office Skills** | Build Brand ‘You’ in 9 Minutes a Day |
| Mental Health: Understanding and building your mental wealth |
| **Personal and Office Skills**  **(external)** | Microsoft Office Tutorial |
| Microsoft Outlook Tutorial for Beginners |
| Basic English to Business English |
| Email Etiquette Tips |