



# *PRCA Academy:* Stepping into Leadership

**PRCA**  
Training

# TRAINERS AND TOPICS: WHAT'S AHEAD



## Emanuela Giangregorio

### **Strategic Thinking and Decision Making: Tools, Techniques and Insights to Think and Act Strategically**

Unlock the power of strategic thinking and elevate your decision-making skills during this immersive interactive session. Increase the value you add to your organisation by elevating your thinking and decision-making capabilities. Learn how to nurture a strategic mindset by challenging your own thinking and using practical tools to facilitate structured thinking. Through engaging discussions and practice opportunities, you'll sharpen your critical, systems and creative thinking abilities. You will also develop increased confidence when navigating the strategic landscape, enabling you to make well-informed decisions that drive success.



## Kate Hartley FMPRCA

## Tamara Littleton

### **co-founders, Polpeo: Leadership in a Crisis**

This interactive, immersive course uses simulation technology to put your leadership skills to the test during a crisis. You'll experience making decisions under pressure, learn the critical skills of leading a team through a crisis, practice strategic thinking, and build your own resilience and muscle memory. All this will give you the confidence to lead effectively, should the worst happen.





## **Betsy Reed**

### **Leadership in an ESG World**

Are you able to articulate to clients or your own boss the profitability and reputational impact of delivering positive environmental impact and social purpose? Do you know which social and environmental trends present the biggest risks, and how to turn them into opportunities to grow reputation, customer and employee loyalty? Did you already know that, by 2026, the EU Green Claims Directive will essentially make 'greenwash' illegal for any company doing business in the EU or with a company operating in the EU?

The ability to navigate complex social and environmental issues is now a core part of a professional skillset – particularly if you're in a leadership role, or aspire to be someday.

Whether you're already an expert or are just getting started with your social and environmental knowledge, this session will provide you with fundamental knowledge, decision-making tools and an opportunity for practical application. All of which will enable you to have more insightful, sophisticated and confident conversations about sustainability, make better informed decisions to prevent risk and maximise opportunities with your own projects, clients or organisation, and prepare yourself to stand out when it comes to future leadership opportunities.



## **Jayne Constantinis**

### **PERSUASION, POWER AND PRESENCE - compelling communication in the hybrid world**

In this highly interactive session, you will acquire the technical skills and mindset to become a persuasive and confident communicator, both face to face and in remote scenarios. It will also provide you with several fundamental practical tools to help with the ability to communicate with power and presence.



## **Barbara Philips FPRCA**

### **Building Inclusive Ecosystems**

Inclusive ecosystems are no longer a 'nice to have' or a display of good brand values. The most commercially sustainable and therefore successful organisations will be led by those whose efficacy is through building an inclusive ecosystem.

#### Topics

- Protected characteristics - equalities Act 2010
- Proximity to power who has the power in your organisation?
- Leader's Inclusion quiz do you lead inclusively?
- Why build an inclusive ecosystem internal
- Why build an inclusive ecosystem external
- Special note about race
- What leaders do - servant leadership the path inclusive ecosystems



## **Emma Ewing**

### **Leading the way with feedback:**

### **Providing confident critical and positive feedback to get better results, improve motivation, and develop your team**

Feedback is one of the cheapest and most powerful management tools we have on tap. Yet it's underused and often poorly handled. Even experienced communicators are in danger of missing a trick, delivering feedback that fails to deliver positive change.

Effective feedback gets people on track, develops great careers and helps to shape a culture that reinforces and rewards high performers. Feedback can also be highly motivating and energising. It has strong links to employee engagement and productivity.

This highly interactive session will build your skills and confidence in giving feedback that gets results and creates the change you want. You'll learn the absolute no-nos of feedback as well as understanding how to shape a culture that actively welcomes feedback at all levels. You'll be able to show others how to deliver great feedback and set the stage for building better management communication at all levels.



# TESTIMONIALS

“The PRCA Future Leaders course provided a fantastic opportunity to meet fellow comms professionals in similar roles, learning and developing with each other. The course content was detailed, thorough and very useful and all the trainers were very generous with their time and knowledge. I have already put some of the learning into practice and feel I really grew in confidence throughout the 2 days.”

Grace Kelly, Senior Communications Officer, Old Oak and Park Royal Development Corporation (OPDC)



“A very insightful couple of days. The Programme was so helpful and very insightful - I knew it was going to be good but it really did exceed all my expectations and pushed me way outside of my comfort zone.”

Chloe Hodson, Account Director, Think Tank



“Genuinely the best programme I’ve done. I thought the sessions were brilliantly curated and delivered by real experts in their respective fields. Additionally, a massive thank you to Souha and Itty for being the most brilliant hosts - we all felt so welcome and engaged throughout. It was so clear how much they genuinely cared about the experience the delegates had.

They really curated and delivered an incredible programme. Thank you!”

Thom Will, Senior PR Manager, SKY TV





## **PRCA ACADEMY: Stepping into leadership**

**Date:** Thursday, 27th + Friday, 28th March 2025

**Where:** Apex City of Bath Hotel, James St W, Bath BA1 2DA

**Member Price:** £1895 + VAT

**Non-member Price:** £2495 + VAT

The program fee covers 6 comprehensive training sessions, a hotel stay on Thursday night, all meals and beverages, as well as a delightful dinner on Thursday evening. Additionally, each participant will receive a follow-up 1-hour one-on-one online coaching session to reinforce key learnings and develop a personalized action plan for their growth after the program. Upon completion, attendees will also be awarded a digital badge and certification.

**Level:** This two-day program is designed for PR and communications professionals who have recently stepped into leadership roles or are preparing to do so. The curriculum focuses on practical, essential skills, including strategic thinking, fostering inclusive environments, crisis management, ESG principles, and refining leadership capabilities.