

## **Customer Service and Public Relations**

This workshop is designed to assist in the development, implementation, and review of a public relations and customer service program. The workshop gives examples of how to be successful, what to avoid and how to be responsive to the customer. Through the introduction of these various topics, tips and guidelines on application, plus a blend of humor and some good participation, everyone will be reminded of the need for good public relations and customer service. Topics include:

- What are public relations and why is it necessary
- Public relation objective
- Constant public relations
- Develop a plan
- Targeting and reaching your audience
- Implement the plan
- Newspapers
- Press releases
- Speaking engagements
- Results of public relations and customer service objectives

Instructor: Rick Stuart, CAE  
Dates: Tuesday, July 23  
Location: Peregrine conference room – Boise Hotel & Conference Center  
Hours: 7