



Hausmann School of Public Relations (HSPR) is committed to delivering the best in industry-led, hands-on training.

We are the only PR industry initiated Registered Training Organisation to provide a nationally recognised qualification focused on PR practice.

Online learning, real-time support and hands-on experience will give you the PR skills today's workplace demands and the knowledge and experience you need to get ahead.

There are huge opportunities for work-ready practitioners. Whether you are a seasoned executive wanting to up-skill; a recent graduate looking for a career kick start; or embarking on a whole new career path, HSPR can help you.

hspr graduate school (after hours)

Designed for new PR practitioners working in entry level positions in agencies and corporate roles who are keen to expand and hone critical vocational skills (that aren't covered in formal studies). This represents an opportunity to fast track on-the-job training and ensure junior team members are ready, willing and able to operate as effective PR practitioners.

HSPR Graduate School (After Hours) entails eight weeks of weekly evening classes onsite at HSPR in Sydney's Paddington and online workshops focused on vocational skills training for current PR practice. Ongoing collaboration with PR peak bodies and the industry at large keeps content updated, counsel fresh, and skills and tactics relevant to our ever-evolving workplace.

Each day was marked by light bulb moments as the training bridged the concepts and tools I had learnt at university and demonstrated how they were implemented in the day to day workings of an agency. The HSPR graduate training program was the catalyst that sparked my passion for PR.

Susannah Binstead, N2N, HSPR 2014

HSPR Graduate School (After Hours) will cover practical, hands-on training in:

- **Media relations:**
pitching techniques, target identification, media monitoring and tracking
- **Social media planning:**
calendar development, implementation, 'test & learn'
- **Brand journalism:**
writing for the news and social media, creating and leveraging content across media channels
- **Strategic thinking and campaign development:**
understanding a brief, planning and developing PR proposals that deliver maximum return
- **Idea generation:**
how to cultivate creativity, participate in brainstorming, and deliver big ideas (that work!)
- **Project management skills:**
tips, tools and processes to keep projects on track, on time and on budget
- **Business communication:**
client correspondence, managing up, maintaining positive relationships
- **Career counselling and networking:**
expert input on mapping out a successful, self-managed future

hausmann school of public relations graduate school (after hours)

(Grad School provided) invaluable practical experience in the public relations industry that you just can't get at university. It is one of the best things I have ever done.

Amelia Vincent, UTS, HSPR 2014

Participants will leave with:

- Broadened practical skill set focused on the day-to-day requirements of PR practice
- Increased confidence and ability to perform tasks and step up to new challenges
- Personal hands-on experiences to practice and hone critical skills
- A clear understanding of the essential role they play within a broader team/environment – and how to perform to the best of their ability
- Tried and tested tools and templates to adapt to the workplace
- Strong network of peers and experts for ongoing engagement and support
- 25 PRIA Professional Development (CPD) points, more than meeting the annual requirements for Associate members

Course duration

Eight weeks entailing weekly onsite skills sessions and online workshops. All classes run after hours.

- Eight skills sessions are held on Tuesdays onsite at HSPR from 5.30pm to 8pm and are focused on specific skill sets identified via broad industry consultation
- Four online workshops are held fortnightly on Thursdays from 6.30pm to 8pm and allow time for group discussion and practical exercises to consolidate learning

Maximum of 10 students per intake allows for deep learning opportunities and individual attention.

Fees and charges

- The course fee is \$2,000
- NB. In most cases training costs are tax deductible. Please check with your accountant.
- Fees will be invoiced on offer of a place
- Fees are payable on acceptance of that place and can be paid via direct deposit or cheque

Please note that strict limits on participant numbers means this course books out quickly. To register your interest or for more information, please get in touch - info@hspr.com.au/1300 306 703

Industry support

In developing the course content and structure we have consulted widely with the PR industry and openly sought input and feedback to develop content and skills training modules that will be of most benefit to junior practitioners and their employers.

We are constantly seeking industry input to ensure we are meeting requirements for now and the future. The PRIA and the PRC have reviewed the current curriculum to ensure it meets industry-wide needs. Please get in touch with any suggestions or topics you would like included and we'll do our best to accommodate.

HSPR Graduate School is like a boot camp that smart agencies should definitely send their brightest young talent along to. Up til now, there's been nothing to bridge the gap between university and a job for budding PRs, who may understand the theory, but have no idea how an agency really works.

Tiffany Farrington, Director, Social Diary & PR Market Place

I could not imagine entering the work force without having completed the course. The real life skills that I walked away with have really boosted my confidence. I definitely believe HSPR has accelerated me ahead of my peers.

Sienna Healey, Hausmann Group, HSPR 2014

It's relevant, real-world training by people who work in the business every day, but who also, importantly, practise public relations at a very high level.

Naomi Parry, Director, Black Communications

Congratulations on developing a program dedicated to producing work ready graduates. We welcome this opportunity to collaborate with HSPR in the preparation of fully rounded, future practitioners of public relations.

Julian Kenny, National Education Manager, PRIA

Higher Education support for HSPR Graduate School

Many universities have embraced HSPR Grad School as the ideal stepping stone from student life to PR practitioner. Some universities give subject credit for the program, offer the course as an optional subject, and provide participants with credit towards mandatory internship requirements.