



**As part of one of Australia's premier PR companies, 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

For final year uni students and recent graduates who want to fast track their PR career and boost their CV by getting hands-on experience and on-the-job training.

HSPR Graduate School entails eight days of intensive, small group work-readiness training onsite at one of Australia's most successful agencies, the Hausmann Group (Sydney NSW). The course covers all the practical aspects of working in PR plus advice, career counselling and insider tips from experienced practitioners and industry experts.

Specifically geared towards final year and graduating Communications/PR and Journalism students, join us for this intensive 'adjunct' to a university degree and give your career a massive kick start. Courses take place each February and July.

*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**

**HSPR Graduate School will cover practical, hands-on training in:**

- Media relations  
Pitching techniques, target identification, media monitoring
- Brand journalism and social media  
How to create and leverage content across social media channels
- Strategic thinking and campaign development  
Planning and developing PR proposals that deliver maximum return
- Idea generation  
Brainstorming techniques and facilitation tips to deliver big ideas (that work!)
- Project management skills  
Tools and processes to keep projects on track and on budget
- Career counselling and networking  
Expert input on mapping out a successful future in PR.

# hausmann school of public relations graduate school

## You will leave with:

- A thorough understanding of the realities of current PR practice
- Personal hands-on experience in the skills today's workplace demands (and you don't learn at uni)
- Tools and templates to take into the workforce
- Expert advice to help you reach your career aspirations
- Introductions to a wealth of industry experts and a network of experienced practitioners
- The endorsement of one of Australia's largest and most respected PR consultancies, the Hausmann Group.

## Course duration

Eight days face to face learning (Monday to Thursday).

Two learning blocks of four days each. Courses take place in February and July.

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

## Fees and charges

- The full course fee is \$1,500
- Each block attracts a fee of \$750
- Students will be invoiced on offer of a place
- Fees are payable on acceptance of that place
- Participants can pay via direct deposit or by cheque.

Please note that limits on participants means this course books out quickly. To register your interest or for more information, please contact us:

[info@hspr.com.au](mailto:info@hspr.com.au)

1300 306 703

## Industry support

HSPR has received unparalleled support from the PR industry including peak bodies, agency land and some of Australia's largest corporations.

In addition, many universities have embraced HSPR Grad School as the ideal stepping stone from student life to PR practitioner. Some universities even offer subject credit for the program and/or credit towards internship requirements. Talk to us to find out more.

## Alumni support

Our alumni stand out! Many are offered paid internships and receive job offers ahead of graduation. Their words highlight why this course provides the best stepping stone into a job in the PR industry:

*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, UTS, HSPR 2014**

*I learnt things in my days at HSPR that I'd never get the opportunity to learn in the classroom at college.*

**Katie Gow, Macleay College, HSPR 2014**

*The hands-on nature of the classes from industry professionals provided great insights, tips, how-to guides and templates. You get much more out of HSPR than your typical classroom. You also meet some really awesome people!*

**Toby O'Malley, UOW, HSPR 2014**

*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, UQ, HSPR 2014**

**“Specifically geared towards  
final year and graduating  
Communications/PR and  
Journalism students...”**

