



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>RELATIONSHIP MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT (CRM)</b>
Date	<b>30 October, 2018</b>
Region	Gauteng
Venue	54 Queens Road, Bryanston
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**A passion for doing the right things for customers!**  
- Customer Relationship Management mostly known as CRM is the buzzword in business. This programme focuses on attracting and retaining customers through excellent service, cooperation, trust, commitment and sharing of information.

CRM is all about business relationships and how the organisation can create new value for its customers, suppliers, employees and investors by managing these relationships.



The aim of this programme is to equip organisations to manage relationships with customers and all other stakeholders, and to apply CRM

### The programme covers:

Customer Relationship Management Principles:

- The nature and role of relationship marketing
- Building customer relationships
- Customer service
- Process of customer service

### Customer Relationship Management: Applied Strategy

- One-to-one marketing and mass customisation
- Business-to-business (B2B) marketing
- Building relationships with other stakeholders
- Planning the CRM strategy
- Implementation of CRM in the organisation

## About our facilitator

**Victor Sibeko** is a Chartered Public Relations Practitioner (CPRP), Fellow of the Public Relations Institute of Southern Africa (FPRISA), recently bestowed honor of Ambassador-at-Large and Member of the Institute of Directors (M.Ins.D.) As a past president of PRISA, he served for several years on the PRISA board. Prior to his presidency he served in various committees including the PRISA Council responsible for the profession's Code of Ethics and Professional Standards.

Sibeko is a freelance consultant, public relations and communication management professional and a sought after speaker on various public relations subject matter. He has spoken at various conferences including Mauritius, Nigeria Abuja and Lagos. Sibeko is enthusiastic about Integrated Public Relations and Strategic Management.

In 2006 and 2008 he was a judge of the PRISA PRISM Awards, PRISA's prestigious awards for excellence in public relations and communication management projects. He is currently active facilitator and lecturer for PRISA in various Public Relations programmes. In 2009 and 2010 he served in the 2010 National Communication Partnership representing the public relations professional in the run up to the 2010 FIFA World Cup.

Sibeko has worked on vast projects such as various Transnet in various positions amongst other as Communication Manager, Corporate Development, Stakeholder Liaison, etc. He has liaised with most senior leadership within Transnet, strategic Government Departments and other strategic stakeholders.

Sibeko has established himself as an accomplished public relations professional and lectures for ProVox Centre of Public Relations and Communication.

<b>Duration:</b>	<b>1 Day</b>
<b>CPD Points:</b>	<b>7.5</b>
<b>*Early bird PRISA Member:</b>	<b>R2420.00</b>
<b>Late PRISA member:</b>	<b>R2670.00</b>
<b>*Early bird non-member:</b>	<b>R2950.00</b>
<b>Late non-member:</b>	<b>R3210.00</b>
<b>PRISA registered student:</b>	<b>R1400.00</b>
Accommodation NOT included in any of the fees Fees subject to change	

  
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The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

**\*Early bird: Book and pay before 30 September 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262