

Practical example: A practical example can be provided by talking about how the PR committee uses leadership to launch an innovative promotional campaign, 1. The importance of leadership in the Public Relations Committee: – It helps distinguish the institution from others by finding creative solutions to challenges, such as building unique awareness campaigns or managing crises effectively. Explain the types of common problems in PR – Provide an introduction to the problems that can occur such as the sponsor's rejection of the deal and how to act – Teach analysis and diagnosis skills – Use techniques such as SWOT analysis (strengths, opportunities, threats) or root cause analysis to accurately identify the problem. – Environmental analysis: Leadership depends on continuous analysis of the market, competitors and the public to determine the best ways to interact and communicate. How to apply leadership in the work of the committee: – Innovating new communication strategies: Finding innovative ways to use different media (traditional and digital) to communicate with the public. Definition of leadership in public relations: – Leadership in the Public Relations Committee means the ability to take initiatives and lead in promoting the image of the institution or project, and building positive relationships with the public, partners and society. – Leadership means that the committee does not wait for events to happen, but rather precedes them by developing innovative communication strategies, 2. – Confronting crises with confidence: Leadership helps in managing crises successfully by developing advance plans to deal with crises. Leadership qualities in the Public Relations Committee: – The ability to direct and coordinate between different departments and stakeholders. – Effective communication skills that contribute to communicating the institution's message clearly and in influential ways. It is essential to train members on how to communicate effectively with stakeholders (such as all committee members, internal .team) while solving problems. 3.4.4.5