



CPRS OTTAWA/GATINEAU PARTNERS WITH CARLETON UNIVERSITY'S SPROTT SCHOOL OF BUSINESS

CPRS Ottawa/Gatineau is pleased to announce it is partnering with the Spratt School of Business to offer its members a 10 per cent discount off registration fees for the Spratt School of Business' Business Communication Management Certificate Program. This course, offered at Carleton University's leading business school, offers CPRS members a dynamic, concentrated professional development aligned with CPRS standards.

The eight-day program was designed by Cindy Bickerton, APR, a former award-winning President of CPRS Ottawa and currently, a grader in the national accreditation process. The business school's offering is a valuable tool for public relations practitioners interested in challenging their own standards towards higher levels. Strategic planning; interpersonal skills; research, analysis and evaluation techniques along with internal communications, make up the four workshop topics offered. Individual courses at the tactical level are also available at Spratt.

"Professionals in our Certificate Program come from public and private sector organizations and receive much needed individual attention during each of the four two-day courses," explained Cindy, Program Director at Spratt. "Practitioners told us that they need intensive, interactive sessions that accommodate their work schedules. They want to be coached. Spratt delivers that on all of these."

Further details are available at <http://www.carleton.ca/ppd/busicomcert/cbcm.htm>

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