



# BRITISH AMERICAN TOBACCO

## BRITISH AMERICAN TOBACCO CASE STUDY

### About LCT

LCT International is recognised as a leading, global provider of CPD accredited training.

We are delighted and proud to announce we have recently achieved Provider of Training Excellence Status.

### Training Approach



#### Interactive Learning

Case Studies, Group exercises, real - world application to ensure practical engagement.



#### Leadership & Stakeholder management Focus

Strengthening Decision-Making, Team Leadership and Collaboration.



#### Practical Application

Hands-on experience with tasks and strategies.

### Overview

LCT's Strategic Public Relations Management course helped British American Tobacco's Corporate Affairs Manager develop essential external communications skills. Facing challenges in a controversial industry and the new digital landscape, the training provided her with the tools to manage media relations, draft press releases, and organize press conferences.

### Challenges

**New Role Demands:** The Corporate Affairs Manager needed external communication skills, especially in media relations.

**Lack of Internal Resources:** BAT had limited internal training options and few suitable external providers.

**Industry Complexity:** Navigating media relations in a controversial and evolving digital landscape.



## Course Outcomes

- **Media Management Skills:** Developed the ability to build and nurture relationships with the media, manage media coverage, and address media inquiries with confidence and professionalism.
- **Practical PR Skills:** Acquired hands-on experience in drafting effective press releases, organizing press conferences, and creating strategic PR plans that align with corporate goals.
- **Digital and Social Media Insight:** Gained a deeper understanding of how the rise of digital and social media platforms has transformed public relations, as well as the critical role of online brand monitoring in managing public perception and engagement.
- **Crisis Communication Skills:** Gained practical knowledge in managing communication during crises, learning how to respond to negative media coverage and protect the brand's reputation.

## Impact & Testimonials

"I very much enjoyed my time here and would definitely recommend LCT as a training institution."

- **Corporate Affairs Manager, British American Tobacco**

## Focus On Quality

LCT International is accredited by the British Accreditation Council. This accreditation means that LCT International has chosen to seek external accreditation and receive a review on its processes to demonstrate that it is a high-quality organisation.

In order to achieve BAC accreditation, the institution has to demonstrate that it meets BAC's rigorous standards in four inspection areas:

- ✓ **Management**
- ✓ **Teaching**
- ✓ **Welfare**
- ✓ **Facilities**

## Client Satisfaction

We have built our reputation on the cornerstone of excellent customer service and top-quality training consultants, all of whom have extensive experience in their respective fields.

*The result is extremely high levels of client satisfaction.*

We emphasise the practical element of our delegates' learning experience: we take time to show them how to apply theoretical management concepts to real life scenarios, allowing them to utilise the tools and techniques learnt with their respective work scenarios.