prca training

STEPPING into LEADERSHIP ACADEMY

Surrey hills

14-16 APRIL 2027

NEW EXTENDED FORMAT | 2 NIGHTS, 2.5 DAYS

WOTTON HOUSE

COUNTRY ESTATE HOTEL

EVERGREEN SINCE 1618

SET WITHIN A BEAUTIFUL COUNTRY ESTATE IN THE SURREY HILLS, THIS THREE-DAY RESIDENTIAL LEADERSHIP EXPERIENCE OFFERS THE IDEAL SETTING TO PAUSE, REFLECT, AND GROW.

Designed for PR and communications professionals preparing for leadership or already navigating senior roles, the Academy combines specialist development sessions with opportunities for reflection and connection.



By day, you'll explore real leadership challenges through practical, immersive workshops.

Beyond the sessions, there's time to exchange perspectives with fellow professionals, reflect on your learning and enjoy the surroundings of Wotton House.

A CHANGE OF SCENERY. A FRESH PERSPECTIVE ON LEADERSHIP.

An experience designed around your development

EXCLUSIVE, TAILORED LEARNING

Five specialist leadership sessions developed exclusively for the Academy. Shaped by the experiences and development priorities participants share in advance, each session connects practical leadership development with the challenges you face at work.

YOUR LEADERSHIP PLAYBOOK

A personal resource developed throughout the Academy, bringing together practical tools, key insights, reflections and an action plan to support your continued development.

INDIVIDUAL COACHING

A personalised 45-minute coaching session after the Academy to explore your learning, refine your goals and turn your insights into action.

A COMPLETE RESIDENTIAL EXPERIENCE

Two nights at Wotton House, with all meals and refreshments included, allowing you to focus fully on your development and the connections you make.

Agenda

DAY 1

From 14.00	Arrival, registration and coffee/tea
14.30 – 17.00	Kate Hartley FPRCA and Tamara Littleton: Leadership in a Crisis
18.30 – 19.30	Welcome drinks
20.00	Welcome dinner at Wotton House

DAY 2

09.00 – 09.45	Morning walk
10.00 – 13.00	Emma Ewing: Leading the Way with Feedback
13.00 – 14.00	Lunch
14.00 – 17.00	Nick Morris: Leading Under Pressure – Staying Steady and Keeping Your Team With You
19.00	Informal dinner and networking

Agenda

DAY 3

09.30 – 12.30	Ann-Marie Blake: Commercial Confidence
12.30 – 13.30	Lunch
13.30 – 16.30	Jayne Constantinis: Persuasion, Power and Presence
16.30 – 17.00	Academy close and departure



Programme Details

DATE
Wednesday, 14 - Friday, 16 April 2027

LOCATION
Wotton House Hotel, Guildford Rd, Wotton, Dorking RH5 6HS

PRICE
PRCA Members: £1,995 + VAT
Non-members: £2,595 + VAT

YOUR ACADEMY EXPERIENCE INCLUDES

- Five exclusive leadership development sessions
- Your personalised Leadership Workbook
- Individual coaching session with Jane Fordham FPRCA
- Two nights' accommodation at Wotton House
- All meals and refreshments
- Evening networking and social activities



The difference it makes

We asked past Leadership Academy participants how the experience has influenced their careers and development. Here's what they shared.

CAREER PROGRESSION

"I was probably the most junior in my cohort but I feel that it gave me the strategic leadership tools to successfully navigate my Account Director role and then progress to Associate Director and Head of Client Services, which is the role I am in now."
Sophie Baillie, Head of Client Services at Conscious Comms

CONFIDENCE & SELF-AWARENESS

"It gave me confidence in the things I was already doing right and helped me explore the areas that I could (and should) develop. It gave me the time and a different lens with which to look at my own personal development."
Oliver Henn, Senior Digital Manager at Milk & Honey

LEADING MORE EFFECTIVELY

"The Academy helped me separate emotion from fact, what was emotional decision making or bias and what is fact-based decision making. It may sound trivial but the Academy really helped me to work better with others."
Jessica Nazaire, Senior Account Director at Jack & Grace

Inside the academy

LEADERSHIP IN CRISIS

This interactive, immersive course uses simulation technology to put your leadership skills to the test during a crisis.

You'll experience making decisions under pressure, learn the critical skills of leading a team through a crisis, practice strategic thinking, and build your own resilience and muscle memory.

All this will give you the confidence to lead effectively, should the worst happen.



KATE HARTLEY FPRCA AND TAMARA LITTLETON

Inside the academy

LEADING THE WAY WITH FEEDBACK

Feedback is one of the cheapest and most powerful management tools we have on tap. Yet it's underused and often poorly handled. Even experienced communicators are in danger of missing a trick, delivering feedback that fails to deliver positive change.

Effective feedback gets people on track, develops great careers and helps to shape a culture that reinforces and rewards high performers. Feedback can also be highly motivating and energising. It has strong links to employee engagement and productivity.

This highly interactive session will build your skills and confidence in giving feedback that gets results and creates the change you want.

You'll learn the absolute no-nos of feedback as well as understanding how to shape a culture that actively welcomes feedback at all levels.

You'll be able to show others how to deliver great feedback and set the stage for building better management communication at all levels.



EMMA EWING

Inside the academy

COMMERCIAL CONFIDENCE

Great communications leaders need more than strategic and creative skills. They also need commercial confidence.

This interactive session will help emerging PR and communications leaders develop the financial understanding and business judgement to make better decisions, manage resources effectively and demonstrate the value of communications.

Designed for both agency and in-house professionals, the session will bring commercial thinking to life, helping attendees build the confidence to think and act like business leaders



ANN-MARIE BLAKE FPRCA

Inside the academy

LEADING UNDER PRESSURE – STAYING STEADY AND KEEPING YOUR TEAM WITH YOU

Effective leadership when the pressure is on you as well as your team

How can you lead well during stress, uncertainty, and change, while keeping the people around you motivated, confident, and engaged? How do you keep a team confident when you might not be?

Leaders are expected to absorb pressure and pass on calm. In reality, stress and uncertainty affect the leader as much as anyone, and it shows long before anything is said. Self-doubt turns into going quiet or over-preparing. Frustration turns into terseness and micromanaging. Teams read both immediately and mirror them. This session covers how to steady yourself when you don't have the answers, and how to keep a team engaged and performing through sustained change rather than a single difficult week.



NICK MORRIS

Inside the academy

PERSUASION, POWER AND PRESENCE

More than ever before, in this AI era, leaders need to develop excellent communication techniques to be able to inspire and influence people within and outside of their organisation. They need to grow their own confidence and find their own authentic leadership communication style. This doesn't happen by chance. It's a set of skills which have to be learned.



This highly interactive session harnesses Jayne Constantinis's three decades of experience in PR and branding, live broadcast and live events and 20 years of training. She will give you the technical tools and mindset to be able to communicate with more presence and power, whether you're giving presentations, running meetings or having one to one conversations.

You will leave the session knowing how to prepare, how to deliver impactful content, how to resonate with others, how to "get what you want from the world" (Malcolm Gladwell, Outliers)

JAYNE CONSTANTINIS

Inside the academy

Individual leadership coaching

45-minute one-to-one session with Jane Fordham FPRCA

Your leadership development doesn't end when you leave the Academy.

This personalised coaching session offers dedicated time to reflect on your experience, explore key learnings and focus on the leadership challenges and opportunities that matter most to you.



Drawing on 25 years of agency and people leadership experience, Jane will help you turn fresh insights into practical next steps, strengthen your confidence and create a clear direction for your continued development.

JANE FORDHAM FPRCA

Take the next step in your leadership journey.

To book your place or find out more, email training@prca.global

prca training

prca.global/training