informatech

PUBLIC RELATIONS | COURSE

Public Relations and Media Skills

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Course content

Why Attend

Public Relations (PR) professionals should be prepared to use their skills to present a positive image of their company at all times. They must be prepared to respond quickly to any crisis that may arise. By putting the right effort into building a solid reputation during good times your business will be able to withstand the negative press if a crisis were to arise. Participants on this course will understand their role as PR professionals, acquire verbal and written communication techniques, and get the ability to evaluate crisis situations and deal with the media while promoting the reputation of the organization.

The course is designed to be interactive and participatory, and includes various learning tools to enable the participants to function effectively and efficiently. The course is built on the following learning pillars: presentations and facilitation by the trainer, group exercises, roundtable discussions, video clips, case studies and debriefing.

By the end of the course, participants will be able to:

• Analyze and assess the latest PR concepts and strategies in a variety of contexts

• Appraise certain PR techniques and approaches appropriately in order to link them to the working environment

• Demonstrate key PR skills relating to verbal and written communication as well as editorial, layout and production techniques

• Apply the main media skills in PR

• Prepare, present and deliver effective oral messages in public

• Use their PR skills as promotional tools

Public relations officers and other key personnel in the organization whose work involves contact and interaction with the internal and external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this course.

• Verbal and non verbal communication

• Presentation skills

• Influencing

Course content

Why Attend

- Time management
- Evaluating
- Decision making

Course outline

PR concepts

- Criteria for successful PR
- PR tools
- Definition, roles and situations
- Qualities for successful PR staff

PR and communication skills

- Importance of communication in PR
- The PR officer as communicator
- Exchange of messages
- Models of communication process
- Overcoming communication barriers
- Importance of body language in PR activities
- Definition of effective writing
- Use of clear language
- Writing memos, letters
- Preparing colorful newsletters
- Designing and preparing attractive brochures

Course content

Course outline

PR responsibilities

- Corporate image identity and reputation
- Benefits of an effective corporate image
- Internal and external spheres
- Forming a corporate image on the spheres

PR and the media

- Definition of media
- Types of media
- Recorded and live interviews
- Behavior during media interviews
- PR and the media: the tools
- Press conferences
- Preparing press kits
- Preparing press releases
- Dealing with the media
- Building good relations with the media
- Dealing with the press during times of crisis

Presentation skills and delivering a speech

- Key characteristics of dynamic speakers
- Importance of preparation
- Selecting a topic and purpose

Course content

Course outline

- Analyzing the audience
- Rehearsing the speech
- Public speaking anxiety
- Verbal characteristics and eye contact

The PR promotional role

- Decision making process of consumers
- Corporate community involvement
- Marketing PR (MPR)
- PR role in marketing
- Sponsorship and promotions
- Organizing different exhibitions

Seminar dates

Available seminar dates

Live dates and pricing for Public Relations and Media Skills generated from the course details page.

Date	Location	Format	Fee
12 - 16 October 2026	Amsterdam - Netherlands	Classroom	**€3,400.-**
9 - 13 November 2026	London - U.K	Classroom	**€3,360.-**
14 - 18 December 2026	Istanbul - Turkey	Classroom	**€2,280.-**
18 - 22 January 2027	Vienna - Austria	Classroom	**€3,400.-**
15 - 19 February 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 March 2027	Rome - Italy	Classroom	**€3,400.-**
19 - 23 April 2027	Munich - Germany	Classroom	**€3,400.-**
17 - 21 May 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
21 - 25 June 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 July 2027	Istanbul - Turkey	Classroom	**€2,280.-**
16 - 20 August 2027	Vienna - Austria	Classroom	**€3,400.-**
20 - 24 September 2027	Barcelona - Spain	Classroom	**€3,080.-**
18 - 22 October 2027	Rome - Italy	Classroom	**€3,400.-**
15 - 19 November 2027	Munich - Germany	Classroom	**€3,400.-**
20 - 24 December 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.