

# € TRAINING

The Essential Skills for Public Relations  
Practitioners





# The Essential Skills for Public Relations Practitioners

## Introduction:

This course will demonstrate an established approach to Public Relations PR planning and administration. By following these steps, PR practitioners will achieve results that can be scaled and reported back to top management, and directly add to the organization's success by improving its reliability and developing its relationships.

It will demonstrate how the fundamentals of PR are essential, and how vital they are to understand organizational reputation and relationships.

PR practitioners can often be in a challenging, difficult, and even complicated position. Therefore, attending this course will empower them to strengthen the skills needed to present practical and attainable plans.

## Course Objectives:

At the end of this course the participants will be able to:

- Carry out the functions of public relations in a dynamic environment.
- Design and coordinate PR programs.
- Exercise the key communication skills that are essentials to carrying their PR duties effectively.
- Apply their know-how while dealing with internal and external publics.
- Understand the role of a PR professional in supporting the public image and organizational reputation.
- Enhance their verbal and non-verbal communication skills.
- Plan and execute a press conference.

## Targeted Audience:

- PR Managers and Supervisors.
- PR Junior and Senior Practitioners
- Other key personnel whose work involves contact and interaction with both internal and external publics.

## Course Outlines:

### Unit 1: PR in a Changing Context:

- The rise and development of PR.
- What is PR.
- The Scope of PR work.
- Setting PR Goals.
- Guiding policies of PR Practitioners.
- PR campaigns & Programs.
- PR New purposes and aspects.
- Building and Supporting the Public image.

## Unit 2: Functions of PR:

- PR principles.
- The Planning and Execution of PR Programs.
- Elements of successful planning.
- Main qualities of PR Practitioners.
- PR status in the organization.
- Duties of PR Practitioners.

## Unit 3: Communication Skills:

- Defining internal and external public.
- Essential components in communication.
- The Distribution and impacts of communication.
- Creating powerful communication.
- Communication purposes.
- Overcoming obstacles to effective communication.
- Non-verbal communication.
- Understanding challenging audience.
- Handling difficult characters.

## Unit 4: Communication Skills:

- Written communication.
- Fundamentals of writing.
- Writing for the media.
- Creating an effective press release.
- Preparing newsletters.
- Sketching and creating brochures.
- Preparing Written pieces for journals.
- Oral communication.
- Types of verbal communication.
- Preparing a speech.
- Practicing your speech.
- Non-verbal Communication.

## Unit 5: Press Conferences:

- What is a press conference?
- Why holding a press conference.
- Handling a press conference.
- Preparing the media kit.
- Establishing good media relations.
- Dealing with Media While handling a crisis.