

€ TRAINING

Advanced Public Relations





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Introduction:

This advanced workshop will delve into sophisticated PR strategies, crisis communication, and digital PR techniques. It empowers participants to navigate complex media landscapes, manage reputational risks, and leverage emerging technologies to enhance their organization's visibility and reputation.

Workshop Objectives:

By the end of this workshop, participants will be able to:

- Develop advanced PR strategies to achieve organizational goals.
- Master crisis communication planning and response.
- Enhance digital PR skills to maximize online visibility.
- Build strong relationships with media and influencers.
- Measure and evaluate the effectiveness of PR campaigns.

Target Audience

- Experienced PR professionals.
- Communications managers.
- Marketing specialists who seek to elevate their PR expertise.
- Employees working in corporate, government, non-profit, and agency settings.

Workshop Outline:

Unit 1:

Strategic Public Relations:

- Develop comprehensive PR plans aligned with organizational objectives.
- Techniques to conduct in-depth audience analysis and segmentation.
- Craft compelling key messages and messaging frameworks.
- Utilize advanced media relations techniques to secure media coverage.

- Measure and evaluate PR campaigns using key performance indicators.

Unit 2:

Crisis Communication:

- Develop a comprehensive crisis communication plan.
- Respond effectively to crises and manage reputational risks.
- How to handle media interviews during crises.
- Utilize social media for crisis communication and engagement.

Unit 3:

Digital Public Relations:

- Leverage digital channels to build brand awareness and engagement.
- Utilize social media platforms strategically to reach target audiences.
- Develop and execute effective content marketing campaigns.
- Monitor and analyze online conversations and sentiment.
- Measure the impact of digital PR initiatives.