

# € TRAINING

Public Relations and Media Skills Training





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## Introduction

Public Relations and Media Skills Training is a program designed to enhance individuals' abilities to effectively manage public perception and interact with the media. It focuses on improving overall communication strategies.

## Program Objectives

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

- Analyze and evaluate the most recent public relations concepts and methods in a variety of situations.
- Examine specific public relations tactics and approaches that are appropriate for the working environment of Arab institutions.
- Practice key public relations skills such as verbal and written communication, as well as editing, layout, and production procedures.

## 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.

## Program Outlines

Unit 1:

### PR Concepts and Responsibilities.

- The rise and evolution of public relations plus its definition.
- The scope of Public Relations job.
- Setting PR Objectives.
- PR practitioners' guiding policies.
- Public relations initiatives and programs.
- New Purpose and aspects of Public Relations.

- Creating and maintaining a positive public image.
- Identity and Reputation of a Company.
- Activities that are geared toward the general public and the community.
- Civic and social activities.

## Unit 2:

### PR and Communication

- The Public Relations Officer in the Role of Communicator.
- Exchange of Messages.
- Communication Process Models.
- Breaking Down Communication Barriers.
- The Importance of Body Language in Public Relations Activities.

## Unit 3:

### PR and the Media

- Relations with the Media.
- Preparing Press Kits.
- Preparing Press Releases.
- Conducting Press Conferences.
- Conducting Live or Taped Interviews.
- Dealing with the Media.
- Building Good Relationships with the Media.
- How to Handle the Media During Crisis Situations.

## Unit 4:

### Presentation Skills and Delivering a Speech

- Preparing for the Speech.
- Creating the Speech's Main Points.

- Rehearsing the Speech.
- Delivering the Speech.
- Taking Care of Questions at the End of Speeches.

## Unit 5:

### PR Written Skills and Promotional Role

- Techniques in editing, layout, and production.
- Writing Memos, Reports, Emails and Letters.
- Creating eye-catching newsletters.
- Making Attractive Brochures and Designing Them.
- PR Role in Marketing.
- PR and Advertising.
- Sponsorship and Promotions.
- Organizing Different Exhibitions.
- Effective Media Coverage.