

€ TRAINING

Public Relations and Media Skills



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Introduction:

The Public Relations and Media Skills program is a comprehensive training initiative designed to equip individuals with the essential competencies needed to navigate the dynamic landscape of public relations and media relations through a combination of theoretical knowledge and practical exercises. The program aims to empower individuals with the skills and confidence necessary to succeed in various PR and media-related roles.

Program Objectives:

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

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout, and production techniques.
- Improve their awareness of the main media skills in Public Relations.
- Apply the main media skills and promotional tools in PR
- Prepare, present and deliver effective oral messages in public

Targeted Audience:

- Public Relations Officers
- 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.

Program Outlines:

Unit 1:

Public Relations Concepts:

- Criteria for successful PR.
- PR tools.
- Definition, roles and situations.

- Qualities for successful PR staff.

Unit 2:

Public Relations and Communication:

- Importance of Communication in PR.
- PR Officer's Role as Communicator.
- Models of Communication Process.
- Overcoming Communication Barriers.
- Significance of Body Language in PR.
- Essentials of Effective Writing and Design in PR Materials.

Unit 3:

Public Relations Responsibilities and the media:

- Corporate image identity and reputation.
- Benefits of an effective corporate image.
- Internal and external spheres.
- Forming a corporate image on the spheres.
- Media Types and Preparation: Understanding media and interview skills.
- Press Tactics: Conference strategies, crafting materials, and managing relations, including crisis communication.

Unit 4:

Enhancing PR Presentation and Writing Skills:

- Key characteristics of dynamic speakers.
- Importance of preparation and selecting a topic and its purpose.
- Analyzing the audience.
- Rehearsing the speech and dealing with public speaking anxiety.
- Verbal characteristics and eye contact.

- Editorial, Layout, and Production Techniques.
- Creating Communication Materials: Writing memos, reports, newsletters, and designing brochures effectively.

Unit 5:

The Public Relations Promotional Role:

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