

# € TRAINING

Integrated Skills In Public Relations



2 - 6 September 2024  
Madrid (Spain)



# Integrated Skills In Public Relations

REF: X1523 DATE: 2 - 6 September 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

In the integrated skills in public relations program, participants will be sensitized to the recent trends in public relations and develop their skills to carry out contemporary roles. This program is concerned with the development of the skills and abilities of the Public Relations Manager.

## Course Objectives:

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

- Plan for public relations activities.
- Deal with crises and disasters.
- Simplify procedures, improve the regulatory environment, and rationalize organizational conflict.
- Know the practices of protocol rules and protocol and etiquette.

## Targeted Audience:

- Managers and those responsible for public relations.
- Managers and media officials.
- Managers and protocol officers.

## Program Outlines:

### Unit 1:

#### Foundations of Modern Public Relations Management:

- Contemporary Concepts of Public Relations.
- Prepare public relations plans and programs.
- Administrative, behavioral, and media skills for public relations managers.

### Unit 2:

#### Evolution of Global PR Practices: Trends and Strategies:

- New global transformations and their implications for public relations practices and behaviors.
- Key aspects of the new PR.
- PR process as an integrated system.
- PR from planning to the calendar.

### Unit 3:

#### PR's Role in Crisis and Administrative Management:

- The role of public relations officials in crisis and disaster management.
- The role of public relations officials in rationalizing administrative decisions.
- The role of public relations officials in simplifying procedures.
- The role of public relations officials in achieving administrative development.
- The role of public relations officials in the effective management of meetings, seminars, and conferences.

### Unit 4:

#### Event Planning and Protocol in Public Relations:

- The preparation and organization of conferences and concerts, art ceremonies, and protocol.
- Public relations officials, protocol rules, protocol, and etiquette.
- Characteristics and characteristics of VIPs and their patterns.

### Unit 5:

#### PR's Role in Regulation, Conflict, Image, and Negotiation:

- The role of public relations officials in improving the regulatory environment.
- The role of public relations officials in rationalizing the management of organizational conflict.
- The role of public relations officials in improving the image of the organization.
- Public relations officials have effective negotiation skills.