

€ TRAINING

Public Relations and Media Skills Training



18 - 22 November 2024
Lisbon (Portugal)



Public Relations and Media Skills Training

REF: X1671 DATE: 18 - 22 November 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

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.