BLACKBIRD FOR TRAINING

Certified Public Relations Professional Comprehensive Course

7 – 18 June 2027
Brussels (Belgium)

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PARTNER



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Ref: 3254288_164384 **Date:** 7 – 18 June 2027 **Location:** Brussels (Belgium) **Fees:** 9400 GBP

Introduction

In today's dynamic business environment, a well-structured public relations strategy is critical for organizational success. This interactive and participatory workshop is designed to equip participants with essential knowledge and skills to operate effectively in the ever-evolving field of public relations. Utilizing diverse learning tools—including presentations, role-playing, group exercises, and roundtable discussions—this course fosters a comprehensive understanding of public relations meaning and its application in both internal and external communications.

Participants will explore the definition of public relations, its role in marketing, and the importance of effective communication in enhancing an organization's image and reputation. Whether you're a public relations professional or aspiring to enter the field, this course provides the tools needed to excel.

Course Objectives

- Define the functions of public relations in a changing environment and understand what public relations means.
- Plan and organize PR programs by familiarizing participants with the primary tasks of a public relations professional.
- Practice essential public relations skills and techniques required to fulfill public relations duties.
- Apply knowledge to communicate effectively with both internal and external audiences.
- Justify the role of the public relations specialist in supporting an organization's image and reputation through effective verbal and written communication.
- Prepare and execute a press conference effectively, showcasing key public relations competencies.

Course Outlines

Day 1: Public Relations in a Changing Environment

- The origin and development of public relations.
- Public relations definition, scope, and objectives, including its role in public relations marketing.
- Guiding principles for public relations professionals.
- Overview of successful PR campaigns in advertising and public relations.
- New roles and perspectives in the evolving landscape.
- The role of PR in building and supporting an organization's image.



Day 2: Functions of Public Relations

- Management principles relevant to public relations.
- Planning and organizing PR activities.
- Leading and controlling PR projects for successful outcomes.
- Key components of an effective public relations strategy.
- Essential qualities of successful public relations professionals.
- The position of PR within the organizational structure.
- What a public relations specialist does and their responsibilities.

Day 3: Public Relations and Communication

- Communicating effectively with internal and external audiences.
- Essential components of communication in public relations.
- The diffusion of communication and its impact on public perception.
- Traits of effective communicators in public relations.
- Functions of communication within PR.
- Strategies for overcoming communication barriers, including non-verbal communication.
- The role of PR professionals in managing relationships with diverse publics.

Day 4: Written and Verbal Communication Skills

- The importance of writing in public relations and its impact on communication strategies.
- Fundamentals of effective writing tailored to PR needs.
- Overview of written communication media, including newsletters and brochures.
- Verbal communication media: techniques for effective speaking.
- Understanding causes of nervousness and guidelines for effective delivery.
- Vocal techniques to capture audience attention and interest.

Day 5: Press Conferences

- Defining a press conference and its strategic significance in public relations.
- Reasons for organizing a press conference.
- Steps for conducting a successful press conference.
- Preparing a comprehensive media and press kit.
- Building strong relationships with the media and handling press inquiries.
- Principles of crisis public relations during challenging times.



Day 6: Media Relations and Crisis Management

- The importance of media relations in effective PR.
- Strategies for building relationships with journalists and media outlets.
- Handling media inquiries and interviews professionally.
- Key principles of crisis management in PR.
- Case studies on effective crisis public relations strategies.
- Role-playing scenarios to practice crisis response techniques.

Day 7: Digital Public Relations and Social Media

- The evolution of public relations in the digital age.
- Utilizing social media platforms for PR initiatives.
- Strategies for managing online reputation.
- Techniques for creating engaging content on social media.
- Monitoring and analyzing public opinion in the digital landscape.
- Engaging audiences through interactive and compelling content.

Day 8: Advanced Writing and Editing in Public Relations

- Crafting effective press releases and media documents.
- Developing persuasive writing skills for diverse public relations applications.
- Fundamentals of storytelling in public relations.
- Editing techniques for clarity and impact.
- SEO strategies for digital writing.
- Preparing speeches and presentations for various audiences.

Day 9: Corporate Social Responsibility CSR and Community Engagement

- Understanding CSR and its significance in public relations.
- Developing impactful CSR programs and campaigns.
- Communicating CSR initiatives to stakeholders effectively.
- Building partnerships within the community.
- Techniques for effective community engagement.
- Case studies of successful CSR campaigns and their impact.

Day 10: Final Project and Presentation

- Group project: Developing a comprehensive PR plan.
- Practical exercises simulating PR management for an event or campaign.
- Presenting group projects to peers for constructive feedback.
- Final analysis and reflections on lessons learned throughout the course.
- Tips for ongoing professional development in public relations.
- Final evaluation for public relations certification and distribution of certificates.



Why Attend This Course: Wins & Losses!

- Mastery of essential public relations skills and advanced strategies.
- Comprehensive understanding of what public relations means and its role in supporting organizational success.
- Hands-on experience in crisis public relations and media management.
- Preparation for public relations certification and enhanced career opportunities.
- Knowledge of technology in public relations and its impact on communication strategies.

Conclusion

This Public Relations Course equips participants with the knowledge and skills to excel in the dynamic field of PR. From mastering the fundamentals of public relations to implementing advanced communication strategies and crisis management techniques, participants gain valuable insights that enhance their professional capabilities. By applying these skills within their organizations, they can significantly contribute to the organization's image, reputation, and overall success.

Embark on your professional journey with confidence and become a cornerstone in shaping your organization’s public image through effective public relations strategies.

