

Media & Public Relations Professional Comprehensive Course

15 – 26 March 2027
Amsterdam (Netherlands)

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Ref: 321729_298224 **Date:** 15 – 26 March 2027 **Location:** Amsterdam (Netherlands) **Fees:** 9400 GBP

Introduction

Public Relations PR and Corporate Communications are at the heart of modern business performance. The advent of new methods, tools, and communication channels has significantly accelerated the pace of communication, expanding its reach from local to global audiences. This program explores various corporate communication tools and models while delving into the critical role of key stakeholders in corporate affairs and PR processes. It focuses on approaches that permeate the entire organization, as well as specialized disciplines within PR and corporate communications.

By completing this course, participants will acquire essential skills for managing public relations effectively within organizations, allowing them to build integrated strategies for managing media relations and enhancing the corporate image.

Course Objectives

- Understand Public Relations PR in its strategic and effective context, and learn how to prioritize and manage key PR activities.
- Develop strategies for stakeholder engagement through targeted PR programs.
- Examine the development of corporate communications tools and how to coordinate strategies and tactics.
- Evaluate the role of research in improving PR effectiveness.
- Apply media relations techniques to build a positive reputation and credibility for the organization.
- Learn how to design and implement unified campaigns that achieve corporate objectives.

Course Outlines

Day 1: The Power of Communication

- Overview of the program and design options.
- Goal setting exercise.
- The Big Picture: PR strategy overview.
- When to use Public Relations effectively.
- Building corporate identity and image: Establishing a positive image.
- Managing external reputation through media relations.
- The leadership role in managing organizational communications.

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is checkered, and the pieces are in gold and silver.

Day 2: From the Inside Out: Crafting Consistent Messages

- Understanding expectations between employees and employers.
- Segmenting and prioritizing audiences for effective PR.
- Mapping the stakeholder communication journey.
- Getting messages out to targeted audiences.
- Storytelling: Creating a compelling narrative.
- Empowering employees through social media.
- Steps for creating clear, impactful content.
- Building trust and credibility with senior leadership.

Day 3: Risks & Threats: Their Identification and Management

- Planning for the unexpected.
- Using communication activities to manage risks to reputation.
- Repairing a damaged reputation.
- Identifying opinion leaders and influencers.
- Engaging with key decision-makers.
- Principles for building sustainable relationships with decision-makers and influencers.
- VIP and political contact programs.
- Monitoring political activities and their impact on PR.

Day 4: Corporate Communications / PR in the Corporate Mix

- Best practices for media relations.
- Effective event management.
- Developing a crisis management toolkit.
- Hosting VIP visits.
- Protocol in PR.
- Financial PR activities and roles.
- Challenges in multinational and global communications.

Day 5: Powerful and Persuasive Planning

- 10 stages of PR planning.
- Using market research to plan PR activities.
- Developing measurable objectives for PR campaigns.
- Identifying core messages.
- Creating practical communication toolkits.
- Measuring the outputs and value of PR activities.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight nearby. The board is checkered, and there are concentric circles in the background.

Day 6: The Nature of Public Relations and Its Intersection with Media and Journalism

- Overview of business communication and Public Relations.
- The six-point model of PR planning.
- How media and journalism fit into PR.
- Managing traditional and digital media relations.
- Understanding the importance of the audience.
- Establishing objective communication goals.
- Budgeting for PR resources: staff, time, materials, and money.

Day 7: Press Releases and News Releases: International Standards

- Media handling techniques.
- The difference between a press release and a news release.
- The art of writing press releases using the 6 C's of communication.
- The journalism code of truth.
- Ethical guidelines: PRSA and the industry's ethical norms.
- Navigating international PR standards and local interests.
- Measuring public opinion and its impact on PR.
- Crisis communication and media relations during emergencies.

Day 8: Business Communication and Public Relations as Part of It

- Corporate communication and Public Relations.
- Marketing communication vs. Public Relations.
- Internal audience and employee relations.
- Consumer relations and customer relationship management.
- Multicultural community relations.
- Government relations.
- International relations in Public Relations.

Day 9: Globalization and Its Effect on Public Relations

- The complexities of the global environment and the impact of technology.
- Navigating social media platforms effectively.
- The multimedia age of business communication.
- Events as part of your Public Relations strategy.
- The importance, types, and purposes of events.
- Using events to reinforce corporate messaging.
- Corporate social responsibility and its role in PR.
- Building a supportive community for your message.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

Day 10: Designing a Unified Campaign Theme and Bringing It All Together

- Understanding core messages.
- Assessing the need for PR efforts and audience research.
- Planning the campaign with quality standards and themes.
- Choosing the right strategy to deliver your message.
- Implementing and executing PR campaigns.
- Evaluating the impact of PR campaigns.
- Designing virtual campaigns based on the participants' capabilities and professional background.

Why Attend This Course: Wins & Losses!

- Earn a Public Relations Professional certification that demonstrates your expertise.
- Develop crucial media relations skills that are essential for managing public relations effectively.
- Learn to design successful public relations strategies with a focus on stakeholder engagement.
- Gain hands-on experience in creating and measuring impactful PR campaigns.
- Acquire the knowledge to manage both internal and external communications to enhance organizational reputation.
- Build leadership skills in managing corporate communications and media relations.

Conclusion

This Public Relations and Corporate Communications course offers an invaluable opportunity to develop your skills in managing media relations and enhancing corporate communications. By mastering the techniques needed to design effective PR strategies and campaigns, you will significantly improve your ability to manage your organization's reputation, both internally and externally. With a focus on hands-on learning and real-world applications, this course will provide you with the expertise needed to excel in the field of Public Relations.

Register Now to develop your Public Relations skills and advance your professional career!

A graphic of a chessboard with several chess pieces. The text 'UK Training' is in a small font, and 'PARTNER' is in a large, bold, black font.

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