

Professional Media Relation

UK Traininig

PARTNER



Professional Media Relation

Introduction

The Media Relations Course is a comprehensive 5-day program designed to provide participants with the knowledge and skills necessary to effectively manage media interactions and enhance their organization's public image. This course equips participants with practical tools and strategies to navigate the evolving media landscape and build strong relationships with journalists and media outlets. Through interactive sessions and real-world case studies, participants will gain the expertise needed to handle media inquiries, craft impactful messages, and successfully engage with the media.

Course Objectives

- Understand the role and importance of media relations in shaping public perception.
- Develop proficiency in managing media interactions and interviews.
- Enhance skills in crafting compelling messages for different media platforms.
- Gain insights into media landscape dynamics, including traditional and digital media.
- Build effective relationships with journalists and media professionals.
- Learn crisis communication strategies and techniques for handling media crises.
- Develop a proactive media relations strategy to promote positive media coverage.
- Improve media monitoring and measurement skills to assess media impact.
- Enhance the organization's reputation through strategic media engagement.
- Apply ethical standards and best practices in media relations.

Course Outlines

Day 1

Introduction to Media Relations

- Importance and role of media relations in organizational communication
- Understanding the media landscape: traditional media, social media, and emerging trends
- Key skills and competencies for effective media relations professionals
- Ethical considerations in media relations

Day 2

Media Relations Strategies and Planning

- Developing a media relations strategy aligned with organizational goals
- Identifying target media and understanding their audiences
- Creating media messages and key talking points
- Crisis communication planning and preparation

Day 3

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

Media Engagement and Interviews

- Building relationships with journalists and media professionals
- Media training and interview preparation techniques
- Handling different types of media interviews: print, broadcast, and online
- Strategies for delivering key messages effectively

Day 4

Digital Media and Social Media in Media Relations

- Understanding the impact of digital media on media relations
- Leveraging social media platforms for media engagement
- Engaging with online influencers and bloggers
- Monitoring and managing online conversations and social media crises

Day 5

Media Measurement and Monitoring

- Evaluating media impact and measuring media coverage
- Media monitoring tools and techniques
- Tracking media mentions and sentiment analysis
- Leveraging media analysis for strategic decision-making

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 king piece behind it. The board has a checkered pattern, and there are concentric circles in the background.

UK Training
PARTNER

Blackbird Training Cities

Europe & USA



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)

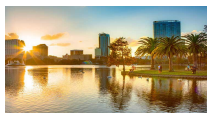


Milan (Italy)

USA & CANADA



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



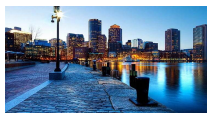
Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Jakarta (Indonesia)
(Malaysia)



Moscow (Russia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Kuala Lumpur

Afrika



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Dubai (UAE)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)

UK Traininig
PARTNER



Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Refinement

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

