BLACKBIRD FOR TRAINING

Media & Public Relations Professional

7 – 11 December 2026
Amsterdam (Netherlands)



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Introduction

Public Relations PR and Corporate Communications are crucial for shaping and driving business performance in today's fast-paced world. With modern communication tools, methods, and channels, businesses can interact with their audience more effectively than ever before. This course delves into corporate communication tools and models, examining the pivotal role and value of key stakeholders in public relations processes. It explores both strategic and tactical communication techniques and shows how effective PR integrates across the organization, enhancing its brand identity and reputation. Whether you are new to PR or looking to refine your skills, this program will provide you with the tools needed to succeed.

Course Objectives

This course aims to equip you with the necessary knowledge and skills to:

- Understand the strategic context of Corporate Affairs and Public Relations.
- Develop and implement stakeholder programs for regular, targeted communication.
- Master the creation and use of corporate affairs tools.
- Design, coordinate, and evaluate communication strategies, plans, and tactics.
- Leverage research in shaping effective media relations strategies.

Course Outlines

Day 1: The Power of Communication

- Overview of PR strategies, design, and options
- Setting goals for effective communication
- Crafting the big picture: Establishing a clear PR strategy
- When and how to use Public Relations
- Managing corporate identity and image: Establishing a positive presence
- External reputation management and becoming the "neighbor of choice"
- The role of leadership in managing communications



Day 2: From the Inside Out: Crafting Consistent Messages

- Understanding employee and employer expectations
- Audience segmentation and prioritization
- Mapping the stakeholder communication journey
- Communicating effectively to target audiences
- Storytelling techniques: Creating compelling narratives that capture attention
- Using social media to empower employees and foster communication
- Creating clear, impactful content
- Developing trust and credibility with senior leaders

Day 3: Risks & Threats: Their Identification and Management

- Planning for unexpected crises
- Managing risks to reputation through communication activities
- Repairing a damaged reputation and restoring public trust
- Identifying and engaging opinion formers and influencers
- Building sustainable relationships with key decision-makers
- VIP and political contact programs and monitoring political activities

Day 4: Corporate Communications / PR in the Corporate Mix

- Best practices in media relations
- Effective event management for brand visibility
- Developing a comprehensive crisis communication toolkit
- Hosting VIP visits with strategic PR planning
- Understanding and applying protocol in communication
- Financial PR: Roles, activities, and strategies
- Navigating multinational and global communication challenges

Day 5: Powerful and Persuasive Planning

- The 10 stages of PR planning
- Using market research to inform PR strategies
- Setting measurable objectives for PR activities
- Identifying core messages for brand communication
- Developing practical communication toolkits
- Scheduling PR activities for maximum impact
- Measuring PR outputs, outcomes, and overall value

Why Attend this Course: Wins & Losses!

In this fast-evolving world of media relations, becoming a public relations professional is essential for ensuring business success. By attending this course, you will:



- Gain hands-on experience in media relations, crisis communication, and strategic PR planning.
- Learn how to craft compelling corporate communications that build and protect your brand.
- Master the importance of media relations, crisis management, and social media strategies in modern PR.
- Develop expertise in the planning, execution, and evaluation of effective PR campaigns.

By enhancing your skills in media relations and crisis communication, you will better understand how to become a skilled public relations professional capable of handling real-world challenges in any business environment. You'll also learn about media relations processes, how to improve your media relations strategy, and tips for creating an impactful media relations proposal.

Conclusion

Public relations is no longer just about communicating a message - it's about creating a consistent, strategic narrative that engages with all key stakeholders, drives brand reputation, and builds trust. Whether you're looking to develop your media relations expertise or sharpen your crisis communication skills, this course provides the tools you need to thrive in today's PR landscape.

Register now to become a public relations professional who leads with strategy, vision, and expertise!

