

Public Relations and Corporate Communication

Amsterdam

9 - 13 February 2026

UK Traininig

PARTNER



Public Relations and Corporate Communication

Code: PR28 From: 9 - 13 February 2026 City: Amsterdam Fees: 4200 Pound

Introduction

In today's dynamic world, public relations workshop professionals are essential in various sectors, including business, government, and nonprofit organizations. The goal of the "Public Relations and Corporate Communications" course is to help participants develop creative skills for managing communication strategies and public relations. This course will establish the importance of public relations within the company and enhance corporate communication. Participants will integrate the course content into an action plan, which can then be discussed with senior management.

Course Objectives

By the end of the course, participants will be able to:

- Understand and analyze public relations and other forms of business communication.
- Design and manage a company's image, publicity, and all aspects of business communication.
- Develop and implement public relations programs and media campaigns.
- Be familiar with global trends and international standards governing the industries of public relations and media.
- Effectively manage corporate communications and public relations strategies.
- Build strategies for executing successful public relations campaigns and measure their impact.

Course Outlines

Day 1: The Nature of Public Relations and Its Intersection with Media and Journalism

- Overview of business communication and public relations.
- The Six-Point Model of Public Relations Planning.
- How media and journalism fit into public relations.
- Managing relationships with traditional media and electronic media.
- Understanding the importance of the audience in corporate communication.
- Setting objectives and designing effective communication strategies.
- Budgeting: resources, time, materials, and finances.
- Evaluating the success of communication programs.

Day 2: Press Releases and News Releases, International Standards

- Media handling strategies.
- Difference between press releases and news releases.
- Writing a press release using the 6 C's of communication.
- The journalistic code of truth.
- Ethics in public relations: PRSA Code and industry standards.
- Measuring public opinion.

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training' is in a small, black sans-serif font, and 'PARTNER' is in a large, bold, black sans-serif font below it.

UK Training
PARTNER

- Propaganda models of communication and handling media during crises.

Day 3: Business Communication and Public Relations as a Part of It

- Corporate communication and public relations.
- Comparing marketing communications with public relations.
- Managing internal audience relations employees within corporate communication.
- Consumer relations and managing effective customer relationships.
- Managing relations with multicultural communities.
- Government relations and international relations.

Day 4: Globalization and Its Effect on Public Relations

- The impact of globalization and technology on public relations.
- Managing social media platforms effectively.
- The multimedia age of business communication.
- The role of events in public relations.
- Types and purposes of events in public relations.
- Integrating corporate social responsibility CSR into the communication strategy.
- Building a supportive community for your organization's core message.

Day 5: Designing a Unified Campaign Theme, Bringing It All Together

- Understanding core messages and creating an integrated campaign.
- Assessing the need for public relations efforts and researching your audience.
- Planning campaigns with high-quality standards and a focused theme.
- Selecting the best strategy to communicate your message.
- Implementing and evaluating the campaign's effectiveness.
- Ensuring consistent messaging throughout all stages.
- Virtual campaign design based on participants' professional backgrounds.

Why Attend this Course: Wins & Losses!

- Enhance Public Relations Skills: Learn to design and implement effective public relations strategies that align with organizational goals.
- Manage Corporate Image: Gain the ability to design and manage the corporate image and publicity through successful public relations campaigns.
- Apply International Standards: Understand how to apply global standards in public relations and media.
- Effective Crisis Management: Learn how to handle media relations during times of crisis and mitigate potential damage.
- Comprehensive Strategy for Media Handling: Master media strategies and corporate communications to strengthen relationships with external stakeholders.

Conclusion

The "Public Relations Workshop and Corporate Communications" course is an excellent opportunity for professionals who want to enhance their public relations and corporate communication skills. By applying best practices in public relations, participants will gain the tools needed to design successful campaigns, manage their company's corporate image, and develop strategies for communication that resonate with their audience.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training' is above 'PARTNER' in a bold, black, sans-serif font.

UK Training
PARTNER



Participants will leave the course equipped to design, implement, and evaluate public relations campaigns that make a measurable impact on their organization's success.

A graphic of a chessboard with several pawns. A large gold king piece is in the foreground, with a silver pawn and a black pawn behind it. The board is checkered and has concentric circles in the background.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D'EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
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 Elevation

Technical Courses

Artificial Intelligence (AI)
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

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

