

Public Relations and Corporate Communication

Lisbon (Portugal)

20 - 24 April 2026

UK Traininig

PARTNER



Public Relations and Corporate Communication

Code: PR28 From: 20 - 24 April 2026 City: Lisbon (Portugal) Fees: 4400 Pound

Introduction

In today's dynamic world, public relations 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.

The logo for UK Training Partner features the text 'UK Training' in a small font above the word 'PARTNER' in a large, bold, black font. The background of the logo is a stylized chessboard with several chess pieces, including a king, a queen, and a pawn, arranged in a strategic formation.

- Ethics in public relations: PRSA Code and industry standards.
- Measuring public opinion.
- 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 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

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 PARTNER' is overlaid on the board.

UK Training
PARTNER



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. 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 chess pieces (a king, a queen, a rook, and a knight) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



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 Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior,
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



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 Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



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

