BLACKBIRD FOR TRAINING

Public Relations & Corporate Communication

16 – 27 November 2026
Düsseldorf (Germany)



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Introduction

Public relations PR plays a pivotal role in shaping how organizations communicate with their audiences. Public relations professionals are employed across business, government, and nonprofit sectors, contributing significantly to organizational success. This course is designed to develop the creative and strategic skills necessary for managing communication strategies and public relations. You will understand how to establish the role of public relations within an organization and focus on key aspects such as corporate communication, media relations, and effective public relations strategies.

Through this comprehensive training, participants will also learn to create a public relations plan and develop effective corporate communication skills to build long-term, meaningful relationships with stakeholders. By the end of the course, you will have developed an actionable PR strategy that can be discussed and implemented with senior management, positioning you as a public relations specialist or public relations executive within your organization.

Course Objectives

- Understand the definition of public relations and analyze its intersection with other forms of business communication.
- Design and manage the image, publicity, and strategic communication efforts in a business context.
- Create and execute public relations campaigns and media programs effectively.
- Be familiar with global trends and international standards governing public relations and corporate communication.
- Learn how to measure the success of your public relations plan and understand its impact on organizational success.
- Gain insight into the key responsibilities and duties of a public relations executive and how they differ across various industries.
- Develop the necessary public relations skills to handle media relations, crises, and public opinion management.



Course Outlines

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

- Introduction to business communication and public relations.
- The six-point model of public relations planning.
- How media and journalism fit into public relations.
- Managing traditional and electronic media relations.
- Establishing objective communication efforts and understanding your audience.
- Budgeting for staff, time, material, and money in PR campaigns.
- Evaluating the success of your public relations strategies.

Day 2: Press Release and News Release - International Standards

- Understanding the difference between press releases and news releases.
- The art of writing effective press releases using the 6 C's of communication.
- Adhering to PRSA and SPJ ethical standards in the public relations industry.
- Measuring public opinion and understanding propaganda models in communication.
- Media handling during crisis management.

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

- The role of corporate communication and public relations in an organization.
- The relationship between marketing communication and public relations.
- Managing internal communication and employee relations.
- Building strong consumer relations and effective customer relations management.
- Multicultural community relations, government relations, and international relations.

Day 4: Globalization and Its Effect on Public Relations

- The impact of globalization and technology on public relations.
- Social media platforms and effective management of online media relations.
- Utilizing multimedia in business communication and event management.
- The importance of corporate social responsibility CSR in supporting an organization's core message.
- Designing events that align with the organizational message.



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

- Crafting a cohesive core message for your PR campaign.
- Assessing the need for PR efforts and researching your target audience.
- Planning a public relations campaign with quality standards and consistent themes.
- Choosing the best strategy to deliver your message effectively.
- Implementing and evaluating the impact of your campaign.
- Virtual campaign design based on the trainee's professional background.

Day 6: Business Development - Overview and Best Practices

- Defining business development and understanding its scope.
- Conducting account analysis and client qualification.
- Mastering the buy-sell ladder model and building an ideal client profile.
- Implementing strategies for customer loyalty and engagement.

Day 7: The Business Planning Process

- Using the STAR business planning process for strategic analysis and goal setting.
- Developing customer surveys and preparing an account development plan.
- Building strong client relationships and chemistry with F.O.R.M. Family, Occupation, Recreation, and Money.

Day 8: Creativity and Problem-Solving in Public Relations

- Enhancing critical thinking and lateral thinking skills for problem-solving.
- Overcoming mental blocks to creative thinking.
- Utilizing brainstorming and six thinking hats techniques for innovative solutions.

Day 9: Effective Negotiation Skills

- Understanding the difference between persuading and negotiating.
- The five stages of the negotiation process and critical negotiation rules.
- Workshop: Completing your negotiation plan for PR campaigns.

Day 10: Building and Leading the Business Development Team

- Stages of team formation and how to build a high-performance team.
- Defining team roles and motivation techniques.
- Writing effective business proposals and learning tips for winning proposals.
- Workshop: Creating your own project proposal for a public relations campaign.



Why Attend this Course: Wins & Losses!

- Master the art of public relations and corporate communication, enhancing your career as a public relations specialist or executive.
- Develop strategic and creative public relations plans that align with your organization's objectives.
- Gain practical knowledge on handling media relations, managing crisis communication, and navigating public relations ethics.
- Learn how to use modern tools such as social media and events to communicate messages effectively across multicultural and global audiences.
- Obtain the expertise to evaluate and measure the impact of your public relations strategies.

Conclusion

This course offers comprehensive training in public relations, equipping you with the essential tools and skills needed to excel in corporate communication and media relations. From understanding PR basics to designing and implementing successful campaigns, this course will provide you with practical experience that will immediately enhance your ability to manage and evaluate public relations strategies.

Whether you're a seasoned professional looking to refine your skills or someone new to the field, this course will help you become a successful public relations executive.

