

Certified Public Relations Professional

Amsterdam

10 - 14 November 2025

UK Training

PARTNER



Certified Public Relations Professional

Code: PR28 From: 10 - 14 November 2025 City: Amsterdam Fees: 4200 Pound

Introduction

The Certified Public Relations Professional CPRP course is a comprehensive training program tailored for individuals aspiring to excel in the dynamic field of public relations. Whether you're an emerging talent or an experienced professional, this course is designed to sharpen your expertise, equip you with practical skills, and prepare you for the challenges of modern PR. Participants will delve into critical topics like public relations strategies, media relations, crisis communication, and brand management. This certification elevates your understanding of what a public relations professional does and provides the tools needed to build a thriving career in this dynamic industry.

By exploring the meaning and scope of public relations, you will gain insights into how to manage organizational reputation, foster strong media relationships, and implement effective communication strategies. The CPRP course is your pathway to becoming a certified public relations professional, recognized for your ability to navigate complex communication landscapes and enhance public perception.

Course Objectives

- Define what a public relations professional is and understand their vital role in an evolving environment.
- Explore the core functions of public relations, including public relations duties and responsibilities.
- Learn how to design and execute a successful PR program using proven public relations strategies.
- Build critical verbal and written communication skills, focusing on public relations professional certification standards.
- Master the art of engaging with internal and external audiences to strengthen relationships and support the organizational image.
- Conduct and manage press conferences effectively, including media relations during crises.
- Understand the essential qualities of public relations specialists and how to overcome communication barriers.

Course Outlines

Day 1: PR in a Changing Environment

- Understanding the meaning of public relations: definitions, scope, and objectives.
- Evolution of public relations: from traditional practices to modern-day applications.
- Core principles and new roles of public relations professionals.
- The impact of PR on organizational reputation and public perception.
- How public relations means building and maintaining a positive image for organizations.

Day 2: The Functions of Public Relations

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font above the word 'PARTNER' in a large, bold, black sans-serif font. The background of the logo is a stylized chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver, set against a backdrop of concentric circles.

- Overview of public relations duties and responsibilities.
- Strategic planning and organization of PR activities.
- Leadership and control in PR project management.
- Key ingredients of successful PR planning.
- Understanding the position and influence of PR professionals within an organization.

Day 3: PR and Communication

- Engaging effectively with internal and external stakeholders.
- Key components of communication and their impact.
- Building the skills that define effective public relations specialists.
- Overcoming barriers to communication in PR contexts.
- The role of nonverbal communication in professional interactions.

Day 4: Written and Verbal Communication Skills

- Importance of writing in public relations.
- Techniques for crafting compelling newsletters, brochures, and press releases.
- Mastering verbal communication: overcoming nervousness, audience engagement, and vocal techniques.
- The PAMPERS vocal technique to enhance delivery and retention.
- Principles of effective speechwriting and presentation for PR professionals.

Day 5: Press Conferences and Crisis Communication

- What is a press conference, and when should it be held?
- Step-by-step guidance on organizing successful press conferences.
- Developing media kits and building positive relationships with journalists.
- Handling the media during crises and applying best practices for damage control.

Why Attend this Course: Wins & Losses!

- Gain in-depth knowledge of what public relations professionals do and the critical skills required to excel in this field.
- Learn the latest public relations strategies and how to apply them to real-world scenarios.
- Earn a prestigious public relations professional certification, enhancing your credentials and career opportunities.
- Develop advanced communication abilities, from crafting impactful messages to delivering compelling presentations.
- Master the art of crisis communication and media relations, key aspects of public relations specialist duties.

Conclusion

The Certified Public Relations Professional CPRP course is more than a certification—it's a gateway to mastering the art and science of public relations. By exploring the meaning of public relations and honing the skills needed to succeed, you'll position yourself as a valuable asset in any organization. This program empowers you with the knowledge of public relations professional duties, strategies to handle communication challenges, and techniques to foster public trust and brand loyalty.

Whether you're aiming to enhance your current role or step into the field of PR with confidence, the CPRP course

UK Training
PARTNER





offers the tools and insights to elevate your career. Don't miss this opportunity to define your future in public relations and become a certified expert in this dynamic, influential industry.

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)



Florence (Italy)



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)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



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
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



المؤسسة العامة للتأمينات الاجتماعية
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

