

Certified Public Relations Professional

Toronto (Canada)

11 - 15 May 2026

UK Traininig

PARTNER



Certified Public Relations Professional

Code: PR28 From: 11 - 15 May 2026 City: Toronto (Canada) Fees: 4700 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

A graphic of a chessboard with several chess pieces. In the foreground, there is a gold king piece, a silver pawn, and a gold pawn. In the background, there are concentric circles emanating from the center of the board.

UK Training
PARTNER

- 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

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 board is white and black squares. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, black, sans-serif font.

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)



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 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 Kuwait Foundation for the Advancement of Sciences KFAS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy 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 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

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The text 'UK Training PARTNER' is overlaid on the right side of the chessboard.

UK Training
PARTNER