

Certified Public Relations Professional

*Lisbon (Portugal)*

*9 - 13 December 2024*

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## Certified Public Relations Professional

Code: PR28 From: 9 - 13 December 2024 City: Lisbon (Portugal) Fees: 4400 Pound

### Introduction

The Certified Public Relations Professional CPRP course is designed for individuals seeking to enhance their expertise and credentials in the field of public relations. This course provides comprehensive training on essential PR strategies, media relations, crisis communication, and brand management. Participants will gain practical skills and theoretical knowledge to effectively manage public perception, build strong media relationships, and navigate complex communication challenges. Ideal for both emerging and experienced PR professionals, the CPRP course equips you with the tools to advance your career and achieve excellence in the dynamic world of public relations.

### Course Objectives

- List the functions of public relations in a changing environment.
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional.
- Practice the critical communication skills and techniques essential for performing their PR duties.
- Implement their know-how to communicate effectively with the internal and external public of the organization.
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in both verbal and written communication.
- Prepare and execute a press conference.
- Target Audience.
- Managers, supervisors, and officers experienced in public relations.

### Course Outlines

#### Day1: PR in a Changing Environment

- The origin and development of PR.
- Definitions, scope, and objectives of PR.
- Guiding principles of PR professionals.
- PR campaigns.
- New roles and perspectives.
- The role of PR in building and supporting the image of the organization.

#### Day 2: The Functions of PR

- Management principles.
- Planning and organizing the activities of PR.
- Leading and controlling PR projects.
- Ingredients of successful PR planning.
- Main qualities of PR professionals.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The text 'UK Training PARTNER' is overlaid on the board.

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- PR position in the organization.
- Responsibilities of the PR professional.

### Day 3: PR and Communication

- Communicating with the internal and external public.
- Key components in communication.
- Diffusion and effects of communication.
- What makes effective communicators in PR?
- Communication functions.
- Overcoming barriers in communication.
- Nonverbal communication.
- The communication abilities of PR professionals.
- The role of PR professionals in dealing with the internal and external public.
- Understanding and dealing with difficult personalities.

### Day 4: Written and Verbal Communication Skills

- Importance of writing for PR.
- Fundamentals of writing.
- Written communication media.
- Newsletter and brochure designs.
- Verbal communication media.
- The two parts of speaking.
- Causes for nervousness.
- Speaking guidelines.
- Importance of preparation.
- The PAMPERS vocal techniques.
- Audience attention and interest.
- Body positioning.

### Day 5: Press Conferences

- Defining a press conference.
- Reasons to hold a press conference.
- Conducting a press conference.
- Preparing a media and press kit.
- Building good relations with the media.
- Principles of dealing with the press during a crisis.



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