

Certified Public Relations Professional

Washington (USA)

16 - 20 March 2025

UK Training

PARTNER



Certified Public Relations Professional

Code: PR28 From: 16 - 20 March 2025 City: Washington (USA) Fees: 5700 Pound

Introduction

The workshop is interactive and participatory and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course is based on presentations, role-playing and group exercises, experience sharing in roundtable discussions, team exercises, and group debriefing.

Objectives of Certified Public Relations Professional

- 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.

Certified Public Relations Professional 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

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Main qualities of PR professionals
- 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 brochures 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

UK Training
PARTNER



Blackbird Training Cities

Europe



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

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 Refinement

Technical Courses

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

 training@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

