

Certified Public Relations Professional

Amsterdam (Netherlands)

5 - 9 May 2025

UK Training

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Certified Public Relations Professional

Code: PR28 From: 5 - 9 May 2025 City: Amsterdam (Netherlands) Fees: 4200 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 queen, a rook, and a pawn) 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.

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- 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

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