

International Public Relations Department

Istanbul (Turkey)

14 - 18 September 2025

UK Training

PARTNER



International Public Relations Department

Code: NC28 From: 14 - 18 September 2025 City: Istanbul (Turkey) Fees: 4600 Pound

Introduction

The International Public Relations Department training course will equip participants with the essential skills and knowledge to excel in international public relations PR. This comprehensive program covers various aspects of PR, including strategic communication, media relations, crisis management, and cultural sensitivity. Through interactive sessions and practical exercises, participants will learn to develop effective PR strategies to enhance their organization's global reputation and stakeholder engagement.

Course Objectives

- Understand the fundamentals and importance of international public relations.
- Develop strategic communication plans for international audiences.
- Enhance media relations skills and manage international media effectively.
- Learn crisis communication strategies and how to handle PR crises globally.
- Improve cultural sensitivity and cross-cultural communication skills in a PR context.

Course Outlines

Day 1

Fundamentals of International Public Relations

- Overview of International Public Relations
- Key Principles and Practices
- The Role of PR in Global Organizations
- Differences between Domestic and International PR
- Case Studies of Successful International PR Campaigns

Day 2

Strategic Communication Planning

- Understanding Your Audience: Research and Analysis
- Setting PR Objectives and Goals
- Crafting Key Messages
- Developing a Strategic Communication Plan
- Implementing and Evaluating PR Strategies



Day 3

Media Relations in an International Context

- Building and Maintaining Media Relationships
- Pitching Stories to International Media
- Conducting Effective Press Conferences
- Media Training for Spokespersons
- Leveraging Digital and Social Media for PR

Day 4

Crisis Management and Communication

- Identifying Potential Crises and Risks
- Developing a Crisis Communication Plan
- Managing PR Crises Internationally
- Effective Communication During a Crisis
- Post-Crisis Evaluation and Learning

Day 5

Cross-Cultural Communication and Sensitivity

- Understanding Cultural Differences in Communication
- Building Cultural Competence in PR
- Tailoring Messages for Different Cultures
- Overcoming Cross-Cultural Communication Barriers
- Best Practices for Global PR Campaigns



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



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)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)



Blackbird Training Cities

Asia



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



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 Elevation

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



BLACKBIRD
FOR 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

