

International Public Relations Department

Rome (Italy)

21 - 25 September 2025

UK Traininig

PARTNER



International Public Relations Department

Code: NC28 From: 21 - 25 September 2025 City: Rome (Italy) Fees: 4900 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



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