

## The Public Relations Coordinator

*Lisbon (Portugal)*

*11 - 15 August 2025*

UK Training

**PARTNER**



## The Public Relations Coordinator

Code: PR28 From: 11 - 15 August 2025 City: Lisbon (Portugal) Fees: 4400 Pound

### Introduction

Welcome to the "Public Relations Coordinator" course, designed to provide cutting-edge strategies for effective public relations management. In this course, you will learn to use digital tools effectively, develop advanced communication skills, and manage crises while building strong media relationships.

### Course Objectives

- Understand the core responsibilities and skills of a Public Relations Coordinator.
- Master the latest PR strategies and digital tools.
- Develop effective communication and media relations techniques.
- Learn to manage crisis situations and enhance brand reputation.
- Create a comprehensive PR plan tailored to your organization's needs.

### Course Outlines

#### Day 1: Introduction to Public Relations

- Overview of PR roles and responsibilities.
- Key skills and qualities of a successful PR Coordinator.
- Understanding the difference between PR, marketing, and advertising.
- Components of an effective PR strategy.
- Current trends and challenges in PR.

#### Day 2: Strategic Communication

- Crafting compelling and impactful messages.
- Understanding your audience and tailoring communication.
- Setting message objectives and evaluating their impact.
- Leveraging digital platforms and social media.
- Assessing the effectiveness of communication strategies.

#### Day 3: Media Relations

- Building and maintaining media relationships.
- Writing effective press releases and media kits.
- Identifying key journalists and media outlets.
- Conducting successful media interviews and preparing questions.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, 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.

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- Tracking and evaluating media coverage.

#### Day 4: Crisis Management

- Identifying potential PR crises.
- Developing a crisis communication plan.
- Training your team for crisis response.
- Managing and mitigating negative publicity.
- Evaluating crisis response and refining strategies.

#### Day 5: PR Planning and Execution

- Creating a strategic PR plan aligned with organizational goals.
- Setting clear objectives and measuring success.
- Developing a timeline for PR activities and campaigns.
- Implementing and coordinating PR campaigns.
- Evaluating campaign outcomes and providing recommendations for improvement.

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

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