

The Public Relations Coordinator

Accra (Ghana)

15 - 19 September 2025

UK Training

PARTNER



The Public Relations Coordinator

Code: PR28 From: 15 - 19 September 2025 City: Accra (Ghana) Fees: 3300 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 (pawns and a king) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- 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, a rook, and a knight) on it, set against a background of concentric circles.

UK Training
PARTNER

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)

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





UK Training
PARTNER



UK Training
PARTNER





UK Training
PARTNER



UK Training
PARTNER



Blackbird Training Cities

Asia



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

Africa



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



 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

