

## The Public Relations Coordinator

*Istanbul (Turkey)*

*13 - 17 October 2025*

UK Training

**PARTNER**



## The Public Relations Coordinator

Code: PR28 From: 13 - 17 October 2025 City: Istanbul (Turkey) Fees: 3900 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.

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 pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (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)

UK Training  
**PARTNER**

## 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



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

