

## Foundations in Communication and PR -ISOC

*Lisbon (Portugal)*

*24 - 28 March 2025*

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## Foundations in Communication and PR -ISOC

Code: PR28 From: 24 - 28 March 2025 City: Lisbon (Portugal) Fees: 4400 Pound

### Introduction

Welcome to the Foundations in Communication and Public Relations PR course by ISOC. In today's digital era, effective communication and PR strategies are essential for organizations to build and uphold their reputation, engage stakeholders, and navigate complex media landscapes. This course is designed to provide participants with cutting-edge knowledge and practical skills in communication and PR, equipping them with the tools needed to excel in the dynamic, fast-evolving field of communications.

### Course Objectives

- Understand the strategic importance of communication and PR in today's digital landscape.
- Explore the latest trends, technologies, and best practices in foundational communication skills and public relations strategy.
- Gain a comprehensive understanding of the principles and theories that support effective communication and PR.
- Learn to craft compelling messages and narratives that resonate with target audiences.
- Gain insights into media relations, crisis communication, and reputation management in the digital age.
- Understand the role of social media and digital platforms in communication strategies and PR campaigns.
- Develop skills in strategic planning, campaign creation, and evaluating the success of communication efforts.
- Enhance interpersonal and networking skills essential for thriving in communication and PR roles.
- Explore ethical considerations and challenges in communication and PR practices.
- Learn strategies for building and sustaining a strong organizational brand and reputation.

### Course Outlines

#### Day 1: Introduction to Communication and Public Relations

- Understanding the role and importance of communication and PR in organizational success.
- Overview of core communication fundamentals and public relations theories.
- Introduction to the digital landscape and its influence on communication and PR practices.

#### Day 2: Strategic Communication Planning

- Developing communication objectives and strategies aligned with organizational goals.
- Audience analysis and segmentation for targeted communication.
- Crafting compelling messages and narratives for varied stakeholders.

#### Day 3: Media Relations and Crisis Communication

A graphic featuring the text 'UK Training PARTNER' in a bold, black, sans-serif font. The word 'PARTNER' is significantly larger and bolder than 'UK Training'. The text is positioned over a background of a chessboard with several chess pieces (a king, a pawn, and a knight) and concentric white circles radiating from behind the text.

- Building and maintaining relationships with journalists and media outlets.
- Effective strategies for media pitching and securing placements.
- Crisis communication planning and response strategies for the digital era.

#### Day 4: Digital Communication and Social Media Strategy

- Understanding the impact of social media in public relations and communication.
- Developing and implementing social media strategies to enhance brand image and engage audiences.
- Measuring the effectiveness of digital campaigns and communications.

#### Day 5: Reputation Management and Ethics in Communication

- Understanding the critical role of reputation management in PR.
- Navigating ethical challenges in communication and PR practices.
- Building strategies to foster trust and credibility with stakeholders.

#### Conclusion

By the end of this course, participants will have developed a solid foundation in effective communication strategies, crisis communication, and public relations management. The knowledge and skills acquired will enable participants to handle communication challenges, manage brand reputation, and create impactful PR campaigns, setting them apart in today's competitive field of communications.



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

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

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