

## Foundations in Communication and PR -ISOC

*Cairo (Egypt)*

*15 - 19 December 2024*

UK Training

**PARTNER**

## Foundations in Communication and PR -ISOC

Code: PR28 From: 15 - 19 December 2024 City: Cairo (Egypt) Fees: 3300 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 of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) 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.

UK Training  
**PARTNER**

- 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.

## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)



Bordeax (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)



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)



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)

### Africa

UK Training  
**PARTNER**

## 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**

The image shows a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is set against a background of concentric circles.