BLACKBIRD FOR TRAINING

Certified Public Relations Professional

11 – 15 January 2027
Lisbon (Portugal)

UK Trainig
PARTNER



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Introduction

The Certified Public Relations Professional CPRP course is a comprehensive training program tailored for individuals aspiring to excel in the dynamic field of public relations. Whether you're an emerging talent or an experienced professional, this course is designed to sharpen your expertise, equip you with practical skills, and prepare you for the challenges of modern PR. Participants will delve into critical topics like public relations strategies, media relations, crisis communication, and brand management. This certification elevates your understanding of what a public relations professional does and provides the tools needed to build a thriving career in this dynamic industry.

By exploring the meaning and scope of public relations, you will gain insights into how to manage organizational reputation, foster strong media relationships, and implement effective communication strategies. The CPRP course is your pathway to becoming a certified public relations professional, recognized for your ability to navigate complex communication landscapes and enhance public perception.

Course Objectives

- Define what a public relations professional is and understand their vital role in an evolving environment.
- Explore the core functions of public relations, including public relations duties and responsibilities.
- Learn how to design and execute a successful PR program using proven public relations strategies.
- Build critical verbal and written communication skills, focusing on public relations professional certification standards.
- Master the art of engaging with internal and external audiences to strengthen relationships and support the organizational image.
- Conduct and manage press conferences effectively, including media relations during crises.
- Understand the essential qualities of public relations specialists and how to overcome communication barriers.



Course Outlines

Day 1: PR in a Changing Environment

- Understanding the meaning of public relations: definitions, scope, and objectives.
- Evolution of public relations: from traditional practices to modern-day applications.
- Core principles and new roles of public relations professionals.
- The impact of PR on organizational reputation and public perception.
- How public relations means building and maintaining a positive image for organizations.

Day 2: The Functions of Public Relations

- Overview of public relations duties and responsibilities.
- Strategic planning and organization of PR activities.
- Leadership and control in PR project management.
- Key ingredients of successful PR planning.
- Understanding the position and influence of PR professionals within an organization.

Day 3: PR and Communication

- Engaging effectively with internal and external stakeholders.
- Key components of communication and their impact.
- Building the skills that define effective public relations specialists.
- Overcoming barriers to communication in PR contexts.
- The role of nonverbal communication in professional interactions.

Day 4: Written and Verbal Communication Skills

- Importance of writing in public relations.
- Techniques for crafting compelling newsletters, brochures, and press releases.
- Mastering verbal communication: overcoming nervousness, audience engagement, and vocal techniques.
- The PAMPERS vocal technique to enhance delivery and retention.
- Principles of effective speechwriting and presentation for PR professionals.

Day 5: Press Conferences and Crisis Communication

- What is a press conference, and when should it be held?
- Step-by-step guidance on organizing successful press conferences.
- Developing media kits and building positive relationships with journalists.
- Handling the media during crises and applying best practices for damage control.



Why Attend this Course: Wins & Losses!

- Gain in-depth knowledge of what public relations professionals do and the critical skills required to excel in this field.
- Learn the latest public relations strategies and how to apply them to real-world scenarios.
- Earn a prestigious public relations professional certification, enhancing your credentials and career opportunities.
- Develop advanced communication abilities, from crafting impactful messages to delivering compelling presentations.
- Master the art of crisis communication and media relations, key aspects of public relations specialist duties.

Conclusion

The Certified Public Relations Professional CPRP course is more than a certification—it's a gateway to mastering the art and science of public relations. By exploring the meaning of public relations and honing the skills needed to succeed, you'll position yourself as a valuable asset in any organization. This program empowers you with the knowledge of public relations professional duties, strategies to handle communication challenges, and techniques to foster public trust and brand loyalty.

Whether you're aiming to enhance your current role or step into the field of PR with confidence, the CPRP course offers the tools and insights to elevate your career. Don't miss this opportunity to define your future in public relations and become a certified expert in this dynamic, influential industry.

