



# Certified Public Relations Professional Course

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-09-22

**End Date:** 2026-09-26

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-19

## Syllabus

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## Course Syllabus

### Introduction

#### Who should attend:

Managers, supervisors and officers experienced in public relations. Other key personnel whose work involves contact and interaction with the internal/external public, particularly in the areas of personnel, marketing, sales, training and administration will also benefit from this program.

#### Objectives

- Describe the functions of Public Relations (PR) in a changing environment.
- Practice the key communication skills and techniques essential for performing their PR duties.
- Recognize how to communicate effectively with the internal and external publics of the organization.

## **PR in a Changing Environment**

- The Origin and Development of PR
- Definitions, Scope and Objectives
- New Roles and Perspectives
- The Role of PR in Building and Supporting the Image of the Organization

## **The Functions of PR**

- Planning and Organizing the Activities of PR
- Ingredients of Successful PR Planning
- Main Qualities of PR Professionals
- PR Position in the Organization

## **PR and Communication**

- Communicating with the Internal and External Public
- Overcoming Barriers in Communication
- Non Verbal Communication
- The Communication Abilities for PR Professionals

## **The Role of PR Professionals in Dealing with the Internal and External Public**

- Understanding Difficult Personalities
- Dealing with Difficult Personalities

## **Verbal Communication Skills**

- Kinds of Verbal Communication
- How to Prepare for a Presentation/Speech
- Rehearsing Your Presentation/Speech
- Verbal and Non Verbal Skills while Presenting

## **Written Communication Skills**

- Types of Written Communication
- Effective Writing Skills: Memos, Letters and Emails
- Writing and Producing Newsletters
- Designing and Producing Brochures
- Preparing Articles for Magazines

## **Press Conferences**

- Why Conduct a Press Conference
- How to Conduct a Press Conference

