

# Public Relations and Media Skills Course

## Venue Information

---

**Venue:** London UK

**Place:**

**Start Date:** 2026-03-24

**End Date:** 2026-03-28

## Course Details

---

**Net Fee:** £4750.00

**Duration:** 1 Week

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

**Course Code:** P,CS,SAMC-20

## Syllabus

---

### Course Syllabus

#### Introduction

**This program is designed for:**

Public Relations officers and other key personnel in the organization whose work involves contact and interaction with the internal/external public, particularly managers and supervisors in the areas of personnel, marketing, sales, training and administration. Managers and employees involved in media activities will also benefit from this program.

#### Objectives

- Analyze and assess the latest PR concepts and strategies in a variety of contexts.
- Appraise certain PR techniques and approaches appropriately geared to the working environment of Arab institutions.

Contents

## **PR Concepts**

- Definition, Roles and Situations
- Qualities for Successful PR Staff
- PR and Ethical Behavior

## **PR and Communication**

- The PR Officer as Communicator
- Exchange of Messages
- Models of Communication Process
- Overcoming Communication Barriers
- Importance of Body Language in PR Activities

## **PR Responsibilities**

- Corporate Image Identity and Reputation
- Public and Community Oriented Activities
- Civic and Social Activities

## **PR and the Media**

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Conducting Live or Taped Interviews
- Dealing with the Media
- Building Good Relationships with the Media
- How to Handle the Media During Crisis Situations

## **Presentation Skills and Delivering a Speech**

- Planning the Speech
- Writing the Main Points of the Speech
- Rehearsing the Speech
- Presenting the Speech
- Dealing with Questions Asked at the End of Speeches

## **PR Written Skills**

- Editorial, Layout and Production Techniques
- Writing Memos, Reports, Emails and Letters

- PR Role in Marketing
- PR and Advertising
- Sponsorship and Promotions
- Organizing Different Exhibitions
- Effective Media Coverage