



Public Relations and Media Skills



9 - 27 September 2024



Singapore

Public Relations and Media Skills

course code: R5017 From: 9 - 27 September 2024 Venue: Singapore - course Fees: 8250 Euro

Program Objectives:

By the end of the program, participants will be able to:

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.
- Improve their awareness of the main media skills in Public Relations.

Program Outline:

Public Relations Concepts

- Roles and Situations
- Qualities for Successful Public Relations Staff

Public Relations and Communication

- The Public Relations Officer as Communicator
- Exchange of Messages
- Models of Communication Process
- Importance of Body Language in Public Relations

Public Relations Responsibilities

- Corporate Image Identity and Reputation
- Public and Community Oriented Activities Aimed at Internal and External Public

Public Relations and the Media

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Dealing with the Media
- Building Good Relationships with the Media

Presentation Skills and Techniques in Public Relations

- Preparation
- Rehearsal
- Presentation

Public Relations Written Skills

- Editorial, Layout and Production Techniques
- Writing Memos and Reports
- Preparing Newsletters
- Designing and Preparing Brochures

The Public Relations Promotional Role

- Public Relations Role in Marketing and Advertising
- Sponsorship and Promotions
- Organizing Exhibitions
- Media Coverage

