



Sales, Marketing and Customer Service

Advanced Strategies for Public Relations Management

Course Introduction

Mutual channels of communication

Public relations is a separate management role that aids in the establishment and maintenance of mutual channels of communication, understanding, acceptance, and cooperation between a company and its public. It is the management of problems or issues which will keep management informed of on public opinion.

In this 5- day course, we will be discussing in detail the various public relation strategies their impact on organization. The managerial function of public relations is to build and sustain mutually beneficial relationships between an organization and the publics who determine its success or failure.

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Learn how to build and maintain positive public image of your business to the public.
- Gain knowledge about effective public relations strategies that will help guide you to success.
- Understand how public relation helps improves organizations and society.
- Distinguish between the public relations and marketing functions of organizations, identifying the exchange between provider and customer as the distinguishing characteristic of marketing relationships.

Course Outline

• 01 Day One

Managing PR Communications

- Origin of Public Relations
- Internal and External Communications
- Relationship Management
- Understanding Channels of PR

Media Relations and Press Strategy

- Best Practice of PR
- Dealing with Media. Editors, Opinion Holders and Journalists
- Media Relations and Interview Techniques
- Finding the PR Opportunities

• 02 Day Two

Corporate Reputation and Stakeholder Engagement

- Building a Reputation
- Measuring Stakeholder Perceptions
- Attitudinal Analysis Encouraging Receptivity

- Excelling Corporate Image

Social Media Approaches to Public Relations

- The Social Media Landscape
- Platform Functionalities and Use
- How to Grow Followers / Supporters

• 03 Day Three

Crisis and Issue Management

- The Signs of Crisis
- Managing the Crisis
- Issue Management and Prioritizing
- Resolving Conflicts

Public Relations Planning – Tools and Methodology

- Best Methods of Media Coverage
- Formulating Press Releases and Editor Pitches
- Brand Media Landscape Analysis
- Measuring PR Return on Investment (RoI)

• 04 Day Four

Ethical Framework of Public Relations

- Public Relations, Ethics and Accountability
- Best Practice – Complaint Handling And Regeneration
- Integrity Through PR Insight
- Corporate Social Responsibility Implication to PR

• 05 Day Five

Public Relations and Publicity Generation

- How to Increase Media Exposure
- Building Strategic Alliances
- Tips for Media Success

Confirmed Sessions

FROM	TO	DURATION	FEE\$	LOCATION
June 30, 2025	July 4, 2025	5 days	4950.00 \$	Spain - Barcelona
Aug. 3, 2025	Aug. 7, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 29, 2025	Oct. 3, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 30, 2025	Dec. 4, 2025	5 days	4250.00 \$	Qatar - El Doha