



Sales, Marketing and Customer Service

Certified Public Relations Professional

Course Introduction

Public Relations Professional

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** training course, we'll Boost participants' understanding of the role of PR professionals, and lead them to master communication techniques and skills. In addition to enabling them to evaluate crisis situations and deal with the media while promoting the reputation of the organization.

Target Audience

Who is this course for, and can benefit the most

- 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

- Identify different PR concepts and strategies.
- Master key PR and communication skills as well as editorial, layout and production techniques.
- Evaluate certain PR techniques and approaches appropriately in order to link them to the working environment
- Enhance and apply the main media skills in PR
- Prepare, present and deliver effective oral messages in public
- 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

PR concepts

- Criteria for successful PR
- PR tools
- Definition, roles and situations
- Qualities for successful PR staff

PR and communication skills

- Importance of communication in PR
- The PR officer as communicator
- Exchange of messages
- Models of communication process

- Overcoming communication barriers
- Importance of body language in PR activities
- Definition of effective writing
- Use of clear language
- Writing memos, letters
- Preparing colourful newsletters
- Designing and preparing attractive brochures

• 02 DAY TWO

PR responsibilities

- Corporate image identity and reputation
- Benefits of an effective corporate image
- Internal and external spheres
- Forming a corporate image on the spheres

PR and the media

- Definition of media
- Types of media
- Recorded and live interviews
- Behaviour during media interviews
- PR and the media: the tools
- Press conferences
- Preparing press kits
- Preparing press releases
- Dealing with the media
- Building good relations with the media
- Dealing with the press during times of crisis

• 03 Day Three

Presentation skills and delivering a speech

- Key characteristics of dynamic speakers
- Importance of preparation
- Selecting a topic and purpose

- Analysing the audience
- Rehearsing the speech
- Public speaking anxiety
- Verbal characteristics and eye contact

The PR promotional role

- Decision making process of consumers
- Corporate community involvement
- Marketing PR (MPR)
- PR role in marketing
- Sponsorship and promotions
- Organizing different exhibitions

• 04 Day Four

Presentation skills and delivering a speech

- Key characteristics of dynamic speakers
- Importance of preparation
- Selecting a topic and purpose
- Analysing the audience
- Rehearsing the speech
- Public speaking anxiety
- Verbal characteristics and eye contact

• 05 Day Five

The PR promotional role

- Decision making process of consumers
- Corporate community involvement
- Marketing PR (MPR)
- PR role in marketing
- Sponsorship and promotions
- Organizing different exhibitions

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 11, 2025	May 15, 2025	5 days	4250.00 \$	KSA - Riyadh
June 15, 2025	June 19, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 1, 2025	Dec. 5, 2025	5 days	5950.00 \$	USA - Los Angeles