

Course Overview:

The comprehensive course will help you obtain essential skills in Public Relations for developing robust strategies that enhance the reputation of your brand and corporate image. The training is packed with the fundamental PR skills needed to build and develop your career in communications. The course will cover reputation management, branding strategies, effective PR campaigns, developing a strategy for enhancing your social responsibility and sustainability, risk and crisis management, media relations, and press release writing.

Course Objective:

- To understand the trends and developments in the communications and PR industry
- To build a robust reputation through trust and transparency into the brand
- To manage a successful brand
- To create PR strategies and impactful campaigns
- To manage risk and crisis
- To enhance stakeholder engagement
- To develop and implement CSR and sustainability strategies
- To effectively handle Media relations and press campaigns

Course Outline:

RAND AND REPUTATION MANAGEMENT
EFFECTIVE PR STRATEGIES AND CAMPAIGNS
DEVELOPING A SUSTAINABLE CSR STRATEGY
RISK AND CRISIS MANAGEMENT
MANAGING MEDIA HANDLING AND PRESS CAMPAIGNS

Who Should Attend:

- Corporate Communications Practitioners and/or Managers
- Public Relations Officers and/or Managers
- Marketing Officers and/or Managers
- Digital and Social Media Specialists
- Internal Communications Practitioners
- Professionals Wanting to Improve Communications in Their Areas of Responsibility

Training Language:

EN

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation