

Course Overview:

Assure the importance of Managerial Skills for Public Relations Practitioners to increase the communication processes efficacy what are practiced in the fans categories.

Train participants on methods of Managerial Skills for Public Relations Practitioners, drawing different strategies to them and proper strategy selection in the proper time Provide participants with the modern methods to prepare the public relations programs to face the changing circumstances

Course Objective:

- Understand how to preparing the PR plan
- Determine PR Delivery Options
- Media Relations Recognize the communication importance
- Understand the communication process model
- Identify barriers to effective communication
- Recognize and assess his own communication style
- Understand of how his behavior impacts others and the way others respond to him
- Choose words that are appropriate for a particular situation
- Use verbal and nonverbal techniques
- Deal with conflict and build group commitment
- Work with difficult people
- Solve problems and implement solutions
- Plan to make productive and ethical use of organizational politics

Course Outline:

- Preparing the PR plan
- PR Delivery Options
- Media Relations
- Communication and Interpersonal Skills
- Dealing with Difficult People
- Negotiation
- Creativity and Problem-Solving
- Serious problems and urgent problems
- Skills that are characteristic of creative groups
- Presentation Skills and Techniques

Who Should Attend:

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.

Training Language:

EN / AR

Training Methodology:

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

Venue | Date | Fees

Riyadh | 12-05-2024 | 10,350 SAR
Riyadh | 30-06-2024 | 10,350 SAR
Khobar | 30-06-2024 | 10,350 SAR
Khobar | 10-11-2024 | 10,350 SAR
Riyadh | 10-11-2024 | 10,350 SAR
Khobar | 15-12-2024 | 10,350 SAR