

Course Overview:

In today's dynamic business landscape, public relations professionals play a crucial role in shaping and sustaining the image and reputation of organizations. This advanced course empowers seasoned PR practitioners with the strategic, communicative, and media-handling skills needed to effectively navigate modern challenges and influence public perception. Participants will refine their ability to communicate with diverse audiences, manage crises, and foster strong media relationships.

Course Objective:

- Identify and adapt the functions of public relations in evolving corporate environments
- Develop and implement comprehensive PR programs aligned with business goals
- Enhance both verbal and written communication strategies for internal and external stakeholders
- Effectively manage media relations, including organizing and conducting press events
- Strengthen the organization's image through strategic messaging and stakeholder engagement

Course Outline:**Module 1: Understanding PR in a Changing Environment**

- Evolution of PR in modern business
- Key functions and responsibilities
- Impact of digital transformation

Module 2: Strategic PR Program Planning

- Setting PR objectives
- Target audience analysis
- Integrating PR with business strategy

Module 3: Communication Fundamentals for PR

- Verbal vs. non-verbal communication
- Active listening and feedback
- Cross-cultural communication considerations

Module 4: Written Communication for PR Professionals

- Crafting press releases
- Writing speeches and briefings
- Editing and proofing techniques

Module 5: Oral Communication and Public Speaking

- Techniques for engaging presentations
- Handling Q&A sessions
- Managing communication anxiety

Module 6: Media Relations Essentials

- Identifying and building media contacts
- Creating media kits
- Leveraging social media platforms

Module 7: Organizing Press Conferences

- Planning and logistics

Training Language:

EN

Training Methodology:

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Jubail | 19-10-2025 | 17,250 SAR

- Speaking on behalf of the organization

- Post-event follow-up and analysis

Module 8: Handling Media Inquiries and Crisis Scenarios

- Protocols for responding to the media

- Crisis communication frameworks

- Case studies on managing reputational risk

Module 9: Building and Sustaining Stakeholder Trust

- Community engagement strategies

- Managing public perception

- Maintaining transparency and credibility

Module 10: Final Review and Case Study Application

- Analysis of real-world PR successes and failures

- Group presentations on assigned case studies

- Final Q&A and wrap-up

Who Should Attend:

- Public Relations Managers

- Corporate Communication Officers

- Marketing and Branding Supervisors

- Senior Administrative Professionals involved in external communications