

Course Name

Advanced Strategies for Public Relations Management

Sector Name

Sales, Marketing and Customer Service

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770



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 that will keep management informed of public opinion.

In this **5-day** course, we will be discussing in detail the various public relations strategies and their impact on the 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.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Advanced Strategies for Public Relations Management

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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)

Advanced Strategies for Public Relations Management

Learning Objectives

- ✓ Learn how to build and maintain a 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 relations helps improve 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.

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Advanced Strategies for Public Relations Management

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

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Advanced Strategies for Public Relations Management

Course Outline

✓ 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

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Advanced Strategies for Public Relations Management

Course Outline

✓ **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)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Advanced Strategies for Public Relations Management

Course Outline

✓ **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 Implications to PR

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Advanced Strategies for Public Relations Management

Course Outline

✓ 05 Day Five

Public Relations and Publicity Generation

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

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Advanced Strategies for Public Relations Management

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 9, 2027	Aug. 13, 2027	5 days	4250.00 \$	UAE , Dubai
Dec. 6, 2026	Dec. 10, 2026	5 days	4250.00 \$	Qatar , Doha
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
July 5, 2027	July 9, 2027	5 days	4950.00 \$	Spain , Barcelona

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

