



Consulting and Training | Reach New Heights

Course Name

Strategic Public Relations

Sector Name

Interpersonal Skills and Self Development

Document Type

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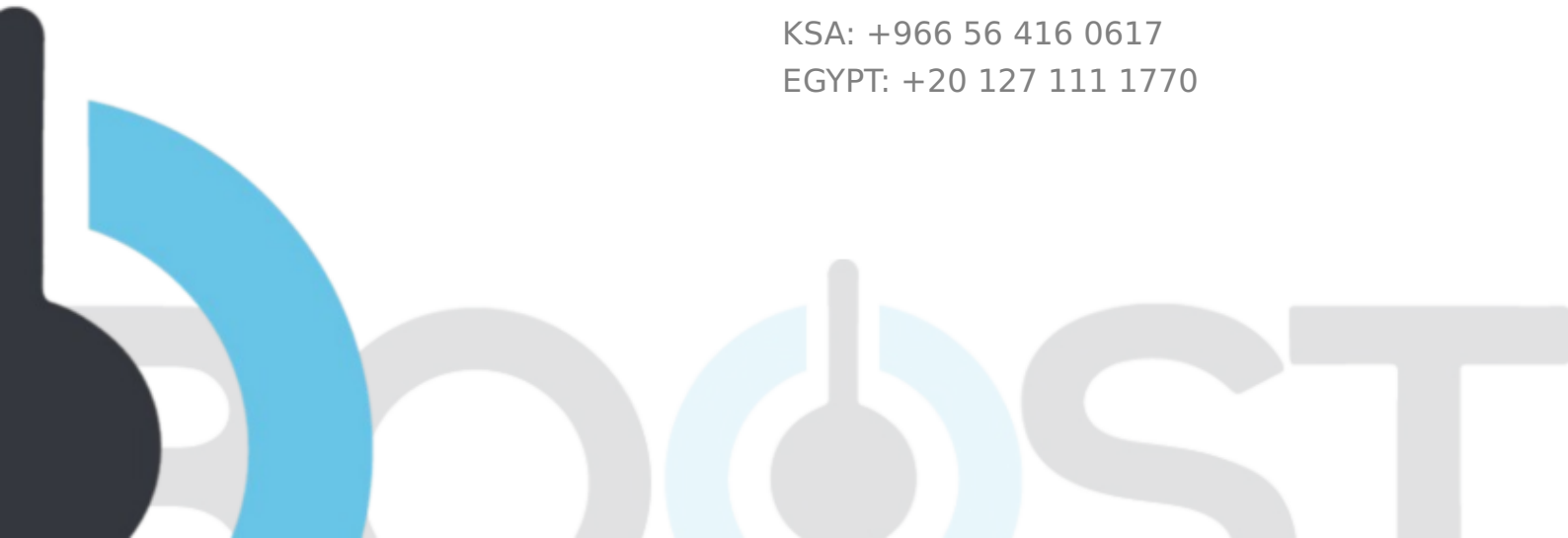
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Strategic Public Relations

Course Introduction

Public relations has evolved from tactical media activities into a strategic management function that shapes organizational reputation, stakeholder trust, and long-term credibility. Strategic PR focuses on planning, influence, alignment with organizational goals, and proactive reputation management rather than reactive communication.

Developed by **Boost**, this course is designed to equip professionals with the knowledge and tools required to plan, execute, and evaluate public relations activities from a strategic perspective. The program emphasizes aligning PR initiatives with organizational objectives, managing stakeholder relationships, crafting impactful messages, and protecting reputation in both stable and challenging environments.

Through practical frameworks, applied exercises, and real-world scenarios, **Boost's Strategic Public Relations course** enables participants to move beyond day-to-day PR tasks and contribute strategically to organizational success.

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Target Audience

- ✓ Public relations and communication professionals
- ✓ Corporate communication and media relations staff
- ✓ Marketing and brand professionals
- ✓ Government and institutional communication officers
- ✓ Team leaders and managers involved in external communication

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Learning Objectives

- ✓ Understand the strategic role of public relations within organizations
- ✓ Develop PR strategies aligned with organizational goals and values
- ✓ Identify and manage key stakeholders effectively
- ✓ Craft clear and consistent messages for different audiences
- ✓ Manage reputation and public perception proactively
- ✓ Evaluate PR performance and demonstrate value

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Course Outline

✓ DAY 01

Foundations of Strategic Public Relations

Module 1: Public Relations as a Strategic Function

- ✓ Evolution of public relations
- ✓ PR vs. marketing and advertising
- ✓ Strategic value of PR in organizations
- ✓ Ethics and professionalism in PR

Module 2: PR Strategy and Organizational Alignment

- ✓ Linking PR objectives to organizational goals
- ✓ Understanding organizational context and priorities
- ✓ Role of PR in supporting leadership and decision-making

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Course Outline

✓ Day 02

Stakeholder and Reputation Management

Module 3: Stakeholder Identification and Analysis

- ✓ Mapping internal and external stakeholders
- ✓ Understanding stakeholder expectations and influence
- ✓ Prioritizing stakeholders strategically

Module 4: Reputation and Trust Management

- ✓ Components of organizational reputation
- ✓ Building and maintaining public trust
- ✓ Managing reputation risks proactively

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Course Outline

✓ Day 03

Strategic Messaging and Media Relations

Module 5: Message Development and Strategic Storytelling

- ✓ Crafting clear, consistent, and credible messages
- ✓ Adapting messages for different audiences
- ✓ Storytelling techniques in public relations

Module 6: Strategic Media Relations

- ✓ Building professional relationships with the media
- ✓ Media planning and positioning
- ✓ Managing interviews and media inquiries

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Course Outline

✓ Day 04

PR Campaigns and Issues Management

Module 7: Planning and Managing PR Campaigns

- ✓ Campaign objectives, planning, and execution
- ✓ Integrating PR across communication channels
- ✓ Managing timelines, resources, and coordination

Module 8: Issues and Crisis Preparedness

- ✓ Identifying emerging issues
- ✓ Proactive issues management
- ✓ Role of PR in crisis prevention and readiness

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Course Outline

✓ Day 05

Measurement, Evaluation, and Continuous Improvement

Module 9: Measuring PR Performance and Impact

- ✓ Defining PR KPIs and success indicators
- ✓ Measuring awareness, engagement, and perception
- ✓ Linking PR outcomes to organizational value

Module 10: PR Evaluation and Strategic Improvement

- ✓ Reviewing PR initiatives and outcomes
- ✓ Learning from successes and challenges
- ✓ Strengthening PR strategy for long-term effectiveness

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Jan. 25, 2027	Jan. 29, 2027	5 days	4250.00 \$	UAE , Dubai
May 9, 2027	May 13, 2027	5 days	4250.00 \$	KSA , Dammam
Aug. 9, 2027	Aug. 13, 2027	5 days	2150.00 \$	Virtual , Online
Dec. 14, 2026	Dec. 18, 2026	5 days	5950.00 \$	USA , Texas

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