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**Course Name**

# Certified Public Relations Professional

**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Certified Public Relations Professional

# Course Introduction

### Public Relations Professional

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** training course, we'll **BOOST** participants' understanding of the role of PR professionals and lead them to master communication techniques and skills. In addition to enabling them to evaluate crisis situations and deal with the media while promoting the reputation of the organization.

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# 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

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# Learning Objectives

- ✓ Identify different PR concepts and strategies.
- ✓ Master key PR and communication skills as well as editorial, layout, and production techniques.
- ✓ Evaluate certain PR techniques and approaches appropriately in order to link them to the working environment
- ✓ Enhance and apply the main media skills in PR
- ✓ Prepare, present, and deliver effective oral messages in public
- ✓ Distinguish between the public relations and marketing functions of organizations, identifying the exchange between provider and customer as the distinguishing characteristic of marketing relationships.

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## Course Outline

### ✓ 01 Day one

**PR concepts**

- ✓ Criteria for successful PR
- ✓ PR tools
- ✓ Definition, roles, and situations
- ✓ Qualities for successful PR staff

**PR and communication skills**

- ✓ Importance of communication in PR
- ✓ The PR officer as communicator
- ✓ Exchange of messages
- ✓ Models of the communication process
- ✓ Overcoming communication barriers
- ✓ Importance of body language in PR activities
- ✓ Definition of effective writing
- ✓ Use of clear language
- ✓ Writing memos, letters
- ✓ Preparing colourful newsletters
- ✓ Designing and preparing attractive brochures

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# Course Outline

## ✓ 02 DAY TWO

### PR responsibilities

- ✓ Corporate image identity and reputation
- ✓ Benefits of an effective corporate image
- ✓ Internal and external spheres
- ✓ Forming a corporate image in the spheres

### PR and the media

- ✓ Definition of media
- ✓ Types of media
- ✓ Recorded and live interviews
- ✓ Behaviour during media interviews
- ✓ PR and the media: the tools
- ✓ Press conferences
- ✓ Preparing press kits
- ✓ Preparing press releases
- ✓ Dealing with the media
- ✓ Building good relations with the media
- ✓ Dealing with the press during times of crisis

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# Course Outline

## ✓ 03 Day Three

**Presentation skills and delivering a speech**

- ✓ Key characteristics of dynamic speakers
- ✓ Importance of preparation
- ✓ Selecting a topic and purpose
- ✓ Analysing the audience
- ✓ Rehearsing the speech
- ✓ Public speaking anxiety
- ✓ Verbal characteristics and eye contact

**The PR promotional role**

- ✓ Decision making process of consumers
- ✓ Corporate community involvement
- ✓ Marketing PR (MPR)
- ✓ PR role in marketing
- ✓ Sponsorship and promotions
- ✓ Organizing different exhibitions

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# Course Outline

### ✓ 04 Day Four

**Presentation skills and delivering a speech**

- ✓ Key characteristics of dynamic speakers
- ✓ Importance of preparation
- ✓ Selecting a topic and purpose
- ✓ Analysing the audience
- ✓ Rehearsing the speech
- ✓ Public speaking anxiety
- ✓ Verbal characteristics and eye contact

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## Course Outline

### ✓ 05 Day Five

**The PR promotional role**

- ✓ The decision-making process of consumers
- ✓ Corporate community involvement
- ✓ Marketing PR (MPR)
- ✓ PR role in marketing
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## Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
|---|---|---|---|---|
| May 23, 2027 | May 27, 2027 | 5 days | 4250.00 $ | KSA , Riyadh |
| Sept. 27, 2027 | Oct. 1, 2027 | 5 days | 4250.00 $ | UAE , Dubai |
| Dec. 7, 2026 | Dec. 11, 2026 | 5 days | 5950.00 $ | USA , Los Angeles |
| Feb. 1, 2027 | Feb. 5, 2027 | 5 days | 4250.00 $ | UAE , Dubai |

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