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**Course Name**

# Public Relations Professional in the Digital and AI Era

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Public Relations Professional in the Digital and AI Era

### Course Introduction

Public relations professionals must adapt to a rapidly evolving communication landscape shaped by digital platforms, changing audience expectations, and artificial intelligence.

This **five-day** program equips participants with the essential knowledge and practical skills needed to develop effective communication strategies, strengthen media and stakeholder relationships, create engaging digital content, and manage organizational reputation.

Participants will also explore how **AI** can support communication planning, content development, and media monitoring while maintaining accuracy, ethical standards, confidentiality, and human oversight.

**The program** combines strategic public relations principles with contemporary digital communication practices, enabling participants to communicate confidently and protect organizational credibility in an increasingly connected environment.



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## Public Relations Professional in the Digital and AI Era

### Target Audience

- ✓ Public relations officers and specialists.
- ✓ Corporate communications professionals.
- ✓ Media relations and press office teams.
- ✓ Government communication and public information officers.
- ✓ Spokespersons and media representatives.
- ✓ Digital communications and social media specialists.
- ✓ Marketing and brand communications professionals.
- ✓ Stakeholder engagement and community relations officers

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## Public Relations Professional in the Digital and AI Era

### Learning Objectives

- ✓ Understand the evolving role of public relations in the digital and AI era.
- ✓ Develop communication strategies aligned with organizational objectives.
- ✓ Identify stakeholders and adapt messages to different audiences.
- ✓ Create effective press releases, media statements, and digital content.
- ✓ Strengthen media relationships and organizational storytelling.
- ✓ Use AI tools responsibly to support communication activities.
- ✓ Monitor online conversations and manage reputational risks.
- ✓ Respond effectively to communication challenges and potential crises.
- ✓ Plan integrated PR campaigns across traditional and digital channels.
- ✓ Measure communication effectiveness and identify opportunities for improvement

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## Public Relations Professional in the Digital and AI Era

### Course Outline

#### ✓ DAY 1

##### **Modern Public Relations and the Digital Communication Landscape**

##### **The Evolving Role of Public Relations**

- Understanding the strategic importance of public relations.
- Distinguishing between PR, marketing, and corporate communications.
- Defining the responsibilities of the modern PR professional.
- Building organizational credibility, transparency, and stakeholder trust.

##### **Digital Transformation in Public Relations**

- Understanding the impact of digital platforms on public communication.
- Managing audience expectations across traditional and digital channels.
- Recognizing the influence of social media on organizational reputation.
- Identifying emerging communication opportunities and challenges.

##### **Introduction to AI in Public Relations**

- Understanding the role of AI in communication and public relations.
- Exploring AI applications in research, content development, and monitoring.
- Recognizing the limitations and risks of AI-generated content.
- Maintaining accuracy, confidentiality, and human oversight.

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## Public Relations Professional in the Digital and AI Era

### Course Outline

#### ✓ DAY 2

#### **PR Strategy, Stakeholder Engagement, and Organizational Messaging**

##### **Developing an Effective PR Strategy**

- ✓ Aligning communication activities with organizational goals.
- ✓ Defining communication objectives and priorities.
- ✓ Identifying appropriate channels and communication approaches.
- ✓ Developing a structured communication plan.

##### **Stakeholder Mapping and Audience Analysis**

- ✓ Identifying internal and external stakeholders.
- ✓ Understanding audience expectations and communication preferences.
- ✓ Prioritizing stakeholders according to their influence and needs.
- ✓ Adapting communication for different audiences and cultural contexts.

##### **Developing Clear and Consistent Messages**

- ✓ Creating organizational narratives and key messages.
- ✓ Translating complex information into clear communication.

- ✓ Developing talking points and spokesperson briefing notes.
- ✓ Maintaining consistency across communication channels.

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## Public Relations Professional in the Digital and AI Era

### Course Outline

#### ✓ DAY 3

#### **Media Relations, Digital Storytelling, and AI-Assisted Content**

##### **Effective Media Relations**

- ✓ Building productive relationships with journalists and media outlets.
- ✓ Identifying relevant stories and media opportunities.
- ✓ Developing effective media pitches and responding to inquiries.
- ✓ Preparing spokespersons for interviews and public engagement.

##### **PR Writing and Digital Storytelling**

- ✓ Writing professional press releases and media statements.
- ✓ Developing engaging organizational announcements.
- ✓ Creating compelling content for websites and social media.
- ✓ Applying storytelling techniques to communicate organizational impact.

##### **Using AI to Support Communication Content**

- ✓ Generating initial ideas and communication drafts.
- ✓ Adapting content for different audiences and platforms.

- ✓ Using AI to support editing, summarization, and content planning.
- ✓ Reviewing AI-generated content for accuracy and brand alignment.

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## Public Relations Professional in the Digital and AI Era

### Course Outline

#### ✓ DAY 4

##### **Reputation Management and Crisis Communication**

##### **Monitoring and Protecting Organizational Reputation**

- ✓ Understanding the drivers of organizational reputation.
- ✓ Monitoring media coverage and online conversations.
- ✓ Identifying emerging communication concerns.
- ✓ Assessing public sentiment and potential reputational risks.

##### **Managing Online Feedback and Criticism**

- ✓ Responding professionally to public comments and complaints.
- ✓ Selecting appropriate response channels and communication approaches.
- ✓ Coordinating responses with relevant internal stakeholders.
- ✓ Maintaining credibility during difficult public conversations.

##### **Crisis Communication and Digital Risks**

- ✓ Understanding the essentials of crisis communication planning.
- ✓ Preparing holding statements and stakeholder updates.
- ✓ Responding to misinformation and misleading content.
- ✓ Recognizing risks associated with manipulated images, audio, or video.

Coordinating timely, accurate, and responsible communication.

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## Public Relations Professional in the Digital and AI Era

### Course Outline

#### ✓ DAY 5

#### **Integrated Campaigns, Measurement, and Future PR Capabilities**

##### **Planning Integrated PR Campaigns**

- ✓ Defining campaign objectives, audiences, and key messages.
- ✓ Integrating media relations, digital platforms, and stakeholder communication.
- ✓ Developing campaign timelines and responsibilities.
- ✓ Maintaining consistency across campaign activities.

##### **Measuring Communication Effectiveness**

- ✓ Identifying relevant communication performance indicators.
- ✓ Assessing media coverage, digital engagement, and stakeholder feedback.
- ✓ Evaluating campaign effectiveness and communication outcomes.
- ✓ Reporting results and identifying improvement opportunities.

##### **Strengthening PR Capabilities in the AI Era**

- ✓ Identifying responsible opportunities for AI-enabled communication.
- ✓ Establishing content review and approval procedures.

- ✓ Strengthening communication ethics and organizational governance.
- ✓ Developing a practical action plan for future PR improvement.

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## Public Relations Professional in the Digital and AI Era

### Confirmed Sessions

| FROM           | TO             | DURATION | FEES       | LOCATION          |
|----------------|----------------|----------|------------|-------------------|
| Dec. 7, 2026   | Dec. 11, 2026  | 5 days   | 5950.00 \$ | USA , Los Angeles |
| Jan. 25, 2027  | Jan. 29, 2027  | 5 days   | 4250.00 \$ | UAE , Dubai       |
| Sept. 21, 2026 | Sept. 25, 2026 | 5 days   | 4250.00 \$ | UAE , Dubai       |
| May 23, 2027   | May 27, 2027   | 5 days   | 4250.00 \$ | KSA , Riyadh      |
| Dec. 13, 2026  | Dec. 17, 2026  | 5 days   | 4250.00 \$ | KSA , Riyadh      |

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