



*Training Course:  
Public Relations and Media Skills*

*12 - 23 May 2024*

*Dubai (UAE)*

*Residence Inn by Marriott Sheikh Zayed Road, Dubai*

## Training Course: Public Relations and Media Skills

Training Course code: RR5017 From: 12 - 23 May 2024 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 6640 € Euro

### Program Objectives:

By the end of the program, participants will be able to:

- Analyze and assess the latest public relations concepts and strategies in a variety of contexts.
- Appraise certain public relations techniques and approaches appropriately geared to the working environment of Arab institutions.
- Practice key public relations skills relating to verbal and written communication, as well as editorial, layout and production techniques.
- Improve their awareness of the main media skills in Public Relations.

### Program Outline:

#### Public Relations Concepts

- Roles and Situations
- Qualities for Successful Public Relations Staff

#### Public Relations and Communication

- The Public Relations Officer as Communicator
- Exchange of Messages
- Models of Communication Process
- Importance of Body Language in Public Relations

#### Public Relations Responsibilities

- Corporate Image Identity and Reputation
- Public and Community Oriented Activities Aimed at Internal and External Public

#### Public Relations and the Media

- Relations with the Media
- Preparing Press Kits
- Preparing Press Releases
- Conducting Press Conferences
- Dealing with the Media
- Building Good Relationships with the Media

#### Presentation Skills and Techniques in Public Relations

- Preparation
- Rehearsal
- Presentation

#### Public Relations Written Skills

- Editorial, Layout and Production Techniques
- Writing Memos and Reports
- Preparing Newsletters
- Designing and Preparing Brochures

#### The Public Relations Promotional Role

- Public Relations Role in Marketing and Advertising
- Sponsorship and Promotions
- Organizing Exhibitions
- Media Coverage

## Registration form on the Training Course: Public Relations and Media Skills

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.