



*Training Course:  
The Essentials of Public Relations and  
Administration Communication Skills*

*26 - 30 May 2025  
Amsterdam (Netherlands)  
Grand Hotel Amrâth Amsterdam*

## Training Course: The Essentials of Public Relations and Administration Communication Skills

Training Course code: RR234574 From: 26 - 30 May 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth  
Amsterdam Training Course Fees: 5250 € Euro

### Introduction

In today's society, public relations professionals are employed in a wide variety of settings in business, government, and nonprofit organizations. The goal of this course is to develop the creative skills to manage strategies of communication and public relations.

### Public Relations and Communication Skills Course Objectives

- Delegates will be able to understand and analyze public relations and other forms of business communication.
- Delegates will be able to design and manage the image, publicity, and every other aspect of business communication.
- Delegates will be able to design and employ public relations and media programs and/or campaigns.
- Delegates will be familiar with the global trends and the international standards that govern the industries of both public relations and media.
- Delegates will be able to manage the image, publicity, and every other aspect of business communication.

### Course Outlines of Public Relations and Communication Skills

Day 1: The nature of public relations and how it intersects with media and journalism.

- An overview of business communication and public relations.
- The six points model of public relations planning
- How media and journalism fit into public relations.
- Managing traditional media and electronic media relations.
- Understanding the importance of the audience.
- Establishing objective communication efforts.
- Budget - staff, time, material, and money.
- Evaluating the communication program's success.

Day 2: Press release and news release, international standards

- Media handling
- Press release vs. news release
- The art of writing a press release using the 6 C's of communication
- The journalism code of truth
- Public relations society in America and its norms

- PRSA code of ethics and public relations industry ethics.
- Trading between PR international norms and own interests.
- Society of Professional Journalism SPJ international standards.
- Public opinion and how to measure it.
- Propaganda models of communication
- Media handling during the process of crisis management

#### Day 3: Business communication and public relations as a part of it

- Corporate communication and public relations
- Marketing communication vs. public relations
- The internal audience and employees relations
- Consumer relations and effective customer relations management
- Multicultural community relations.
- Government relations
- International relations

#### Day 4: Globalization and its effect on public relations

- The environment's complexity, globalization, and the effect of technology.
- Social media platforms, and how to handle them effectively.
- Multimedia age of business communication.
- Events as part of your public relations.
- The importance of events, types, venues and purposes.
- Employing events to serve the overall organizational message
- Corporate social responsibility and how it serves the message.
- Building a supportive community for your core message.

#### Day 5: Designing a united campaign theme, bringing it all together

- Understanding the core messages.
- Assessing the need for PR efforts and researching your audience.
- Planning the campaign/program with standards of quality and theme.
- Choosing the best strategy to deliver your message.
- Implementing the campaign/program.
- Evaluating the campaign/program effect on the audience .
- Keeping the core message in each stage.
- Virtual campaign design \* Based on trainee capacities and professional background.

## Registration form on the Training Course: The Essentials of Public Relations and Administration Communication 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,  
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