



*Training Course:
Public Relations and Media Skills*

*22 December 2025 - 2 January 2026
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Public Relations and Media Skills

Training Course code: RR5017 From: 22 December 2025 - 2 January 2026 Venue: Madrid (Spain) - Pestana CR7 Gran Vía
Training Course Fees: 9000 € Euro

Program Objectives:

- 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

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

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

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

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