



*Training Course:  
Advanced Strategies in Public Relations*

*21 - 25 July 2025  
Lisbon (Portugal)*

## Training Course: Advanced Strategies in Public Relations

Training Course code: MA235162 From: 21 - 25 July 2025 Venue: Lisbon (Portugal) - Training Course Fees: 5750 € Euro

### Introduction:

The "Advanced Strategies in Public Relations" training program is designed to equip participants with advanced knowledge and skills in the field of public relations. In today's complex and dynamic world, effective public relations is essential for both the governmental and private sectors to manage their reputation, build strong relationships, and achieve their communication goals. This program is designed by Global Horizon Training Center, a renowned institution with a track record of delivering high-quality training.

### Objectives:

By the end of this training program, participants will:

- Understand the fundamental principles of public relations and its role in the governmental and private sectors.
- Develop advanced strategic thinking and planning skills in PR.
- Learn how to manage crises and handle challenging PR situations effectively.
- Enhance their media relations and communication skills.
- Apply ethical and responsible PR practices in various contexts.
- Create a comprehensive PR campaign tailored to their organization's needs.

### Methodology:

This training program will employ a variety of teaching methods to ensure an engaging and effective learning experience:

- **Lectures and Presentations:** Expert trainers will deliver informative lectures on PR concepts, strategies, and best practices.
- **Case Studies:** Participants will analyze real-world PR case studies to apply theoretical knowledge to practical situations.
- **Group Discussions:** Collaborative discussions will encourage participants to share insights and learn from one another.
- **Role-Playing and Simulations:** Mock scenarios will help participants practice crisis management and media relations.

- **Workshops:** Hands-on workshops will allow participants to develop their PR campaigns.

#### Target Audience:

#### This program is suitable for:

- Government officials and employees involved in public communication and information dissemination.
- PR professionals in the private sector seeking to enhance their skills and knowledge.
- Corporate communication managers and executives.
- Marketing professionals looking to integrate PR strategies into their campaigns.
- Anyone interested in advancing their career in public relations.

## Outlines:

#### Day 1:

##### Fundamentals of Public Relations

- Introduction to Public Relations
- Historical Development of PR
- Role of PR in Government and Private Sectors
- Importance of Reputation Management

#### Day 2:

##### Strategic PR Planning

- Developing PR Strategies and Objectives
- Conducting Audience Research
- Creating a PR Plan
- Setting Key Performance Indicators KPIs

#### Day 3:

##### Crisis Management and Media Relations

- Understanding PR Crises

- Crisis Communication Strategies
- Media Relations and Building Media Contacts
- Handling Interviews and Press Conferences

#### Day 4:

##### Ethical PR Practices

- Ethics in Public Relations
- Codes of Conduct and Professional Standards
- Balancing Corporate Interests with Ethical Responsibility

#### Day 5:

##### Creating and Managing PR Campaigns

- PR Campaign Development Process
  - Message Crafting and Storytelling
  - Measuring and Evaluating PR Campaigns
  - Presenting PR Campaigns
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## Registration form on the Training Course: Advanced Strategies in Public Relations

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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.