



*Training Course:  
Public Relations & Integrated Marketing  
Communications*

*4 - 8 August 2025  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Public Relations & Integrated Marketing Communications

Training Course code: RR235702 From: 4 - 8 August 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

### Introduction:

This training program offers an in-depth exploration of Public Relations PR and Integrated Marketing Communications IMC, designed to help professionals craft compelling narratives, build strong relationships, and create cohesive marketing strategies. Participants will learn to integrate PR efforts with modern marketing tools, effectively managing brand communication across various channels.

### Target Audience:

- PR professionals and managers
- Marketing and brand managers
- Communication officers
- Business development executives
- Professionals transitioning into PR or IMC roles

### Objectives:

By the end of this program, participants will:

1. Understand the fundamentals of PR and IMC and their role in brand communication.
2. Develop strategies for building and maintaining a positive brand image.
3. Master the art of storytelling and media relations.
4. Create cohesive IMC campaigns that integrate digital and traditional channels.
5. Evaluate and measure the impact of PR and IMC strategies.

### Outlines:

Day 1:

#### Fundamentals of PR & IMC

- Overview of PR and IMC

- Understanding the PR-IMC connection
- Building a brand through PR
- Key principles of IMC: consistency and synergy
- Case studies: Successful PR-IMC campaigns

#### Day 2:

##### Crafting the PR Narrative

- Essentials of storytelling in PR
- Writing effective press releases and statements
- Media relations: Building and maintaining media contacts
- Crisis communication and reputation management
- Practical exercise: Crafting a press release

#### Day 3:

##### IMC Strategy Development

- Key components of an IMC strategy
- Aligning PR efforts with marketing goals
- Choosing the right communication channels
- Integrating digital marketing tools into IMC
- Workshop: Developing an IMC campaign framework

#### Day 4:

##### Digital PR and Media Integration

- Role of social media in PR and IMC
- Managing influencer partnerships
- Creating engaging content for digital platforms
- Monitoring and managing online brand reputation
- Hands-on activity: Designing a social media campaign

Day 5:

#### Measuring Success and ROI

- KPIs for PR and IMC campaigns
- Tools and techniques for campaign evaluation
- Reporting insights to stakeholders
- Challenges in measuring PR-IMC effectiveness
- Final group project: Presenting a PR-IMC campaign

## Registration form on the Training Course: Public Relations & Integrated Marketing Communications

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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
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### Easy Ways To Register

Telephone:  
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place.

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registration  
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