



*Training Course:
Advanced Strategies in Public Relations*

*25 - 29 August 2025
Milan (Italy)*

Training Course: Advanced Strategies in Public Relations

Training Course code: MA235162 From: 25 - 29 August 2025 Venue: Milan (Italy) - Training Course Fees: 5500 € 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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€ Euro

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

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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