Global Horizon
TRAINING CENTER

Training Course:
Public Relations Strategies and Media Relations

20 - 24 April 2025
Manama (Bahrain)
Fraser Suites

Training Course code: MA234957 From: 20 - 24 April 2025 Venue: Manama (Bahrain) - Fraser Suites Training Course Fees: 4500 Ƀ Euro

Introduction

The Public Relations Strategies and Media Relations training program is designed to provide professionals with the knowledge and skills needed to develop and execute effective media relations strategies.

The training program will cover the essential principles and practices of media relations, including message development, media targeting, and crisis communications.

Training Objectives

- To understand the role and importance of media relations in PR strategy.

- To learn the key principles of effective message development for media relations.

- To develop skills in identifying and targeting relevant media outlets for PR campaigns.

- To learn how to effectively manage crisis communications through the media.

Personal Benefits

- Improved communication skills for working with the media.

- Increased knowledge of message development and media targeting techniques.

- Better ability to manage crisis communications and protect the organization's reputation.

- Enhanced professional development and career advancement opportunities.

Organizational Benefits

- Improved media coverage and exposure for the organization.

- Enhanced reputation and credibility through effective media relations strategies.

- Increased efficiency and effectiveness in managing crisis communications.

- Better alignment between PR strategy and organizational goals.

Competencies

- Understanding of the role and importance of media relations in PR strategy.

- Knowledge of effective message development techniques.

- Ability to identify and target relevant media outlets.

- Skill in managing crisis communications through the media.

Target Audience

The PR Strategy Program focused on Media Relations is designed for

- PR professionals

- Communication specialists

- Marketing managers who are responsible for developing and executing media relations strategies.

Training Program Outline

Overview of media relations in PR strategy

- Definition of media relations

- Importance of media relations in PR strategy

- Types of media outlets and their role in PR

The importance of media relations for organizations

- Building reputation and credibility

- Enhancing visibility and exposure

- Managing crisis communications

Ethics and standards in media relations

- Best practices for ethical and effective media relations

- Dealing with unethical and hostile media

Message Development

Key principles of effective message development

- Understanding the target audience

- Defining the key messages

- Creating clear, concise, and compelling messages

Techniques for creating compelling messages for the media

- Storytelling and narrative structure

- Using data and statistics effectively

- Visual aids and multimedia content

Case studies of successful message development

- Examining successful media relations campaigns

- Analyzing the key elements of effective message development

- Best practices and lessons learned

Media Targeting

Identifying relevant media outlets for PR campaigns

- Understanding the target audience and media landscape

- Researching and categorizing media outlets

- Identifying the best media targets for PR campaigns

Developing a media list and outreach strategy

- Creating a media list and database

- Developing an outreach plan and timeline

- Building relationships with media contacts

Measuring the success of media targeting efforts

- Defining and tracking key performance indicators

- Evaluating the success of media outreach efforts

- Adjusting and refining the media targeting strategy

Crisis Communications

Overview of crisis communications and media relations

- Understanding the role of media relations in crisis management

- Identifying potential crisis scenarios and risk factors

- Developing a crisis communications plan

Developing a crisis communications plan

- Defining the crisis communication team and responsibilities

- Creating a crisis communication template

- Establishing protocols for responding to crisis situations

Managing crisis communications through the media

- Preparing for media interviews and statements

- Responding to media inquiries and requests

- Managing crisis communications in real-time

Recap of key concepts and competencies

- Review of key media relations and crisis communications strategies

- Summary of key principles and techniques

Discussion of next steps for continued learning and professional development

- Opportunities for further training and education

- Resources and support for professional growth

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Company Information

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Person Responsible for Training and Development

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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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