



*Training Course:  
Strategic Communications and Public Relations*

*21 - 25 July 2025  
Amsterdam (Netherlands)  
Grand Hotel Amrâth Amsterdam*

# Training Course: Strategic Communications and Public Relations

Training Course code: RR235475 From: 21 - 25 July 2025 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth  
Amsterdam Training Course Fees: 5500 € Euro

## Introduction

In the modern business landscape, effective communication and public relations are pivotal in shaping public perception and driving organizational success. This training program aims to equip participants with the strategic skills and knowledge needed to develop, implement, and manage communication and PR initiatives that align with organizational goals and engage stakeholders.

## Objectives

- Understand the fundamentals of strategic communications and public relations.
- Develop skills to create comprehensive communication strategies.
- Learn techniques to manage media relations and handle crises.
- Enhance ability to craft and deliver impactful messages.
- Explore the role of digital media in modern PR practices.

## Target Audience

- Public relations professionals
- Corporate communication managers
- Marketing professionals
- Business leaders
- Media relations specialists
- Anyone interested in enhancing their communication and PR skills

## Outline

### Day 1: Fundamentals of Strategic Communications and PR

- Introduction to Strategic Communications:
  - Definition and importance

- Key components of strategic communication
- Aligning communication with organizational objectives
- Overview of Public Relations:
  - History and evolution of PR
  - PR in the modern context
- Understanding Audiences:
  - Identifying and segmenting target audiences
  - Audience analysis and research methods
- Case Studies and Group Discussion:
  - Analysis of successful PR campaigns

## Day 2: Crafting a Communication Strategy

- Developing Communication Plans:
  - Setting objectives and goals
  - Identifying key messages and themes
  - Selecting communication channels
- Content Creation and Messaging:
  - Crafting compelling messages
  - Storytelling techniques in PR
  - Content calendar planning
- Branding and Image Management:
  - Building and maintaining a positive brand image
  - Consistency in messaging
- Workshop:
  - Creating a strategic communication plan for a hypothetical organization

## Day 3: Media Relations and Crisis Communication

- Media Relations:
  - Building and maintaining media relationships
  - Writing effective press releases
  - Conducting media interviews
- Crisis Communication:
  - Identifying potential crises
  - Developing a crisis communication plan
  - Managing communication during a crisis
- Role-Playing Exercise:
  - Simulated media interviews and press conferences

#### Day 4: Digital PR and Social Media Strategy

- Digital PR Overview:
  - Importance of digital PR in the current landscape
  - Differences between traditional and digital PR
- Social Media Management:
  - Developing a social media strategy
  - Engaging with audiences on social platforms
  - Measuring social media impact
- Influencer Relations:
  - Identifying and collaborating with influencers
  - Managing influencer partnerships
- Hands-On Activity:
  - Creating a social media campaign

#### Day 5: Measuring and Evaluating PR Effectiveness

- Measurement and Evaluation:

- Key metrics and KPIs for PR
- Tools for measuring PR effectiveness
- Analyzing and interpreting data
- Reporting and Presentation:
  - Creating PR reports for stakeholders
  - Effective presentation techniques
- Ethics and Professionalism in PR:
  - Understanding PR ethics
  - Maintaining professionalism in communications
- Final Project Presentation:
  - Participants present their strategic communication plans and receive feedback

## Registration form on the Training Course: Strategic Communications and Public Relations

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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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### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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