



*Training Course:
Public Relations and Media Skills*

*8 - 12 September 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Public Relations and Media Skills

Training Course code: RR235960 From: 8 - 12 September 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

This program, designed by [Global Horizon Training Center](#), aims to develop the communication, media handling, and public image-building capabilities of professionals responsible for representing their organization. Effective public relations and media skills are vital in shaping stakeholder perception, managing reputational risks, and enhancing engagement with the public and the press. The course combines practical tools, strategic insights, and hands-on media techniques to build confidence and competence in PR and media interactions.

Objectives

By the end of this course, participants will be able to:

- Understand the core principles and strategic role of public relations.
- Develop and implement successful PR campaigns.
- Handle media relations professionally, including interviews and press releases.
- Manage crisis communications and safeguard the organization's reputation.
- Utilize social media effectively for public engagement and communication.

Course Methodology

- Interactive lectures and expert facilitation
- Role-playing for media interviews
- Group discussions and real-life case studies
- Video analysis and peer feedback
- Strategic PR planning workshop

Organizational Impact

- Stronger public and stakeholder engagement strategies
- Enhanced corporate image and brand trust
- Improved media representation and crisis readiness

- Aligned internal and external communication
- Development of confident spokespersons and brand ambassadors

Target Audience

- Public Relations Managers and Officers
- Media Spokespersons and Corporate Communication Officers
- Government and NGO Communication Staff
- Marketing and Brand Managers
- Executives tasked with stakeholder and public engagement
- Professionals with at least 2-5 years of experience in public relations, media, communication, or related fields who wish to strengthen their strategic and practical PR capabilities

Outlines

Day 1:

Foundations of Public Relations

- The strategic role of PR in modern organizations
- Differences between PR, marketing, and advertising
- Stakeholder analysis and engagement strategies
- Ethics and codes of conduct in PR

Day 2:

Media Relations Essentials

- Understanding the media landscape: traditional vs. digital
- Building effective media relationships
- Writing press releases and media kits
- Organizing press conferences and media briefings

Day 3:

Communication & Messaging Techniques

- Crafting effective key messages
- Storytelling for impact and influence
- Public speaking essentials
- Verbal and non-verbal communication skills

Day 4:

Crisis Communication and Reputation Management

- Identifying potential crises and PR risks
- Developing a crisis communication plan
- Managing the message in times of crisis
- Case studies: successful vs. failed crisis communications

Day 5:

Social Media and Digital PR Strategy

- Leveraging social media for PR success
- Managing online reputation and digital feedback
- Influencer engagement and content creation
- Integrating digital tools into PR campaigns

Registration form on the Training Course: Public Relations and Media Skills

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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