



*Training Course:
Advanced Public Relations*

*28 September - 2 October 2026
Milan (Italy)*

Training Course: Advanced Public Relations

Training Course code: RR5002 From: 28 September - 2 October 2026 Venue: Milan (Italy) - Training Course Fees: 5775 € Euro

Introduction

Communications and PR are at the heart of the business performance. Modern methods, tools, and channels have greatly increased its power. This lively and challenging program is focused on developing skills and competence to practice effectively in today's organizational environment. In this program you will learn how to:

- The range of activities and skills of PR and how they can benefit you
- The tools and techniques of effective PR practice
- To improve your planning and writing for a range of media
- To deliver successful events, visitor and VIP programs

Objectives

- Examine the role of Communications/PR in the 21st Century Organisation
- Explore the range of communications techniques and tools available
- Develop increased skill writing for print and the web and competency in the range of PR tools and techniques including editing
- Learn how to write a clear PR/Communications brief
- Plan communications activity to meet client need
- Learn how to develop an electronic PR/Communications Centre
- Develop crisis media management techniques
- Develop media interview techniques
- Develop personal communications effectiveness

Target Audience

- Public Relations and Communications professionals
- Marketing managers and executives
- Corporate communications teams
- Event planners and organizers

- Media relations specialists
- Senior executives and managers looking to improve communication strategies
- Anyone interested in improving personal communication skills or understanding PR techniques

Outlines

Day1 The 21st Century Communicator

- Introduction and welcome
- Goal setting for the program
- The role of Communications PR in the organization
- The range of media and channels
- A problem-solving approach to PR
- Personal goal-setting for the program

Day 2 From theory to successful practice

- Communications models: implications for practice
- Psychological themes and construction in practice
- The art of influence and persuasion
- Ethics and communications
- Organizational transparency and communications
- Taking and interpreting communication briefs

Day 3 The Medium is the Message

- Managing stakeholder relations
- Managing government relations
- Choosing channels - matching media to tasks and stakeholders
- Writing and editing a newsletter, newspaper or magazine
- Writing for the web
- Organizing events and exhibitions

Day 4 e-Management x Communication

- Improving the power of communications in the organization
- Measuring communications effectiveness
- Using measurement to improve performance
- Crisis communication
- Reputational management

Day 5 Putting it all together

- Planning your career and personal development
- Impacting positively on your managers
- Managing up and increasing your personal visibility
- Networking and effectiveness
- Team working and your personal effectiveness
- Time management and work planning
- Summary and Conclusion

Registration form on the Training Course: Advanced Public Relations

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