



*Training Course:
Strategic Communications and Public Relations*

*3 - 7 August 2026
Kigali (Rwanda)*

Training Course: Strategic Communications and Public Relations

Training Course code: RR235475 From: 3 - 7 August 2026 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € 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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