



*Training Course:  
Public Relations and Media Skills*

*21 September - 2 October 2026  
Madrid (Spain)*

## Training Course: Public Relations and Media Skills

Training Course code: RR5017 From: 21 September - 2 October 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

### Introduction

Public Relations plays a vital role in shaping the image, reputation, and communication effectiveness of any organization. In today's fast-paced and media-driven environment, organizations must adopt modern public relations strategies to effectively engage with their internal and external stakeholders.

This program is designed to equip participants with the essential knowledge and practical skills required to manage public relations activities professionally. It focuses on communication techniques, media relations, presentation skills, and promotional strategies that enhance organizational visibility and credibility.

### Program Objectives

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

- Analyze and assess modern public relations concepts and strategies
- Apply appropriate public relations techniques within different organizational contexts
- Develop effective verbal and written communication skills
- Build and manage strong relationships with media representatives
- Design and deliver professional PR materials and presentations
- Support organizational image and reputation through strategic communication

### Target Audience

- Public relations officers and specialists
- Communication and media professionals
- Marketing and corporate communication staff
- Government and NGO representatives
- Individuals involved in communication roles within organizations

## Methodology

- Interactive lectures and group discussions
- Case studies and real-world examples
- Practical exercises and role-playing
- Media simulations and presentation practice
- Individual and group activities

## Organizational Impact

- Enhanced corporate image, identity, and reputation
- Improved communication with internal and external stakeholders
- Stronger media relationships and coverage
- More effective promotional and public engagement strategies
- Increased consistency in messaging and brand positioning

## Personal Impact

- Improved communication and presentation skills
- Enhanced ability to handle media interactions professionally
- Greater confidence in delivering PR messages
- Development of writing and content creation skills
- Better understanding of stakeholder engagement strategies

## Program Outline

### Day 1: Public Relations Foundations

Public relations concepts  
Roles and situations  
Qualities of successful public relations staff  
Public relations and communication

The public relations officer as communicator  
Exchange of messages  
Models of communication process  
Importance of body language in public relations

## Day 2: PR Responsibilities & Corporate Image

Public relations responsibilities  
Corporate image identity and reputation  
Public and community-oriented activities  
Internal and external communication  
Building organizational image and trust

## Day 3: Media Relations & Communication Tools

Public relations and the media  
Relations with the media  
Preparing press kits  
Preparing press releases  
Conducting press conferences  
Dealing with the media  
Building strong media relationships

## Day 4: Presentation & Written Communication Skills

Presentation skills and techniques  
Preparation rehearsal and delivery  
Public relations written skills  
Editorial layout and production techniques  
Writing memos and reports  
Preparing newsletters  
Designing and preparing brochures

## Day 5: PR in Marketing & Promotion

The promotional role of public relations  
Public relations in marketing and advertising  
Sponsorship and promotions  
Organizing exhibitions  
Media coverage

## 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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
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place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
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