Global Horizon
TRAINING CENTER

Training Course:
Public Relations Strategies and Media Relations

17 - 21 August 2026
London (UK)

Training Course:
Public Relations Strategies and Media Relations

Training Course code: MA234957 From: 17 - 21 August 2026 Venue: London (UK) - Training Course Fees: 5775 Euro

Introduction

The Public Relations Strategies and Media Relations training program is designed to provide professionals with the knowledge and skills needed to develop and execute effective media relations strategies.

The training program will cover the essential principles and practices of media relations, including message development, media targeting, and crisis communications.

Training Objectives

- To understand the role and importance of media relations in PR strategy.
- To learn the key principles of effective message development for media relations.
- To develop skills in identifying and targeting relevant media outlets for PR campaigns.
- To learn how to effectively manage crisis communications through the media.

Target Audience

The PR Strategy Program focused on Media Relations is designed for

- PR professionals
- Communication specialists
- Marketing managers who are responsible for developing and executing media relations strategies.

Outline

Day 1: Introduction to Media Relations

- Definition and role of media relations in PR strategy
- Importance of media relations for organizations

- Types of media outlets and their influence on public perception
- Building reputation, credibility, and organizational visibility
- Ethics and standards in media relations
- Best practices for engaging with the media, including handling unethical or hostile coverage

Day 2: Message Development

- Key principles of effective message development
- Understanding the target audience and communication goals
- Defining key messages that are clear, concise, and compelling
- Techniques for storytelling and narrative structure
- Using data, statistics, visual aids, and multimedia content effectively
- Case studies of successful media campaigns and lessons learned

Day 3: Media Targeting

- Identifying relevant media outlets and understanding the media landscape
- Researching and categorizing media targets for PR campaigns
- Developing a media list and outreach strategy
- Building relationships with journalists and media contacts
- Measuring success with key performance indicators KPIs
- Adjusting and refining media targeting strategies based on results

Day 4: Crisis Communications - Preparation

- Overview of crisis communications and the role of media relations
- Identifying potential crisis scenarios and assessing risk factors
- Developing a crisis communications plan
- Defining the crisis communication team and responsibilities
- Creating templates, protocols, and guidelines for responding to crises
- Preparing for media interviews and official statements

Day 5: Crisis Communications - Execution and Program Wrap-up

- Managing real-time crisis communications through the media
- Responding to media inquiries and requests effectively
- Best practices for maintaining organizational credibility during crises
- Recap of key media relations and crisis communication concepts
- Review of techniques, case studies, and lessons learned
- Discussion of next steps, continued professional development, and available resources

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

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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

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Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.

Fax your completed registration form to: +20233379764

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

Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.