



*Training Course:
Public Relations and Media Skills*

*19 - 30 October 2026
Madrid (Spain)*

Training Course: Public Relations and Media Skills

Training Course code: RR5017 From: 19 - 30 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

Training Course code: RR5017 From: 19 - 30 October 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

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
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.