



*Training Course:
Public Relations and Media Skills*

*14 - 25 December 2026
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Public Relations and Media Skills

Training Course code: RR5017 From: 14 - 25 December 2026 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € 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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- Please find enclosed a cheque made payable to Global Horizon
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