



*Training Course:
Public Relations for Managers*

*5 - 9 October 2026
Amsterdam (Netherlands)*

Training Course: Public Relations for Managers

Training Course code: MA236407 From: 5 - 9 October 2026 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775 € Euro

Introduction

Public Relations has evolved into a strategic management function that directly influences organizational reputation, stakeholder trust, and long-term sustainability. Managers today are expected not only to oversee operations but also to act as credible organizational representatives who can communicate effectively, manage perceptions, and build strong relationships with internal and external stakeholders.

The Public Relations for Managers training program is designed by Global Horizon Training Center to equip managers with the strategic mindset, tools, and practical skills required to lead and oversee public relations functions effectively. The program focuses on aligning PR activities with organizational strategy, managing corporate reputation, handling media and public communications, and responding confidently to crises and sensitive situations.

Objectives

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

- Understand the strategic role of public relations in managerial decision-making
- Align PR initiatives with organizational vision, mission, and objectives
- Manage relationships with key stakeholders, media, and the public
- Develop and oversee effective PR and communication plans
- Handle crises, reputational risks, and sensitive communication scenarios
- Evaluate PR performance and ensure continuous improvement

Target Audience

This program is designed for:

- Senior and middle managers
- Department heads and unit managers
- Public relations and corporate communications managers

- Government and public sector officials
- Executives who interact with media and external stakeholders

Outline

Day 1: Foundations of Public Relations for Managers

- The evolution of public relations and its strategic importance
- PR vs. marketing, advertising, and corporate communications
- The manager's role in shaping public perception
- Ethics, credibility, and transparency in public relations
- Understanding internal and external stakeholder landscapes

Day 2: Strategic PR Planning and Stakeholder Management

- Aligning PR strategy with organizational goals
- Identifying and prioritizing key stakeholders
- Stakeholder mapping and influence analysis
- Designing integrated PR and communication plans
- Managing internal communications and leadership messaging

Day 3: Media Relations and Public Communication

- Understanding the media environment and media expectations
- Building professional relationships with journalists and media outlets
- Message development and spokesperson readiness
- Press releases, media briefings, and interviews
- Managing public messaging across traditional and digital platforms

Day 4: Reputation Management and Crisis Communication

- Corporate reputation and brand image from a PR perspective

- Identifying reputational risks and early warning signals
- Crisis communication principles and response models
- Managerial roles during crises and high-pressure situations
- Post-crisis communication and reputation recovery

Day 5: Measuring PR Performance and Future Trends

- Key performance indicators KPIs for public relations
- Evaluating PR effectiveness and reporting to senior leadership
- Continuous improvement in PR management
- Emerging trends in public relations and strategic communication
- Building a sustainable PR framework for managerial leadership.

Registration form on the Training Course: Public Relations for Managers

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