



*Training Course:
Strategic Communications and Public Relations*

*5 - 9 July 2026
Amman (Jordan)*

Training Course: Strategic Communications and Public Relations

Training Course code: RR236315 From: 5 - 9 July 2026 Venue: Amman (Jordan) - Training Course Fees: 4200 € Euro

Introduction

This five-day training program, designed by Global Horizon Training Center, focuses on enhancing the strategic communication skills of senior professionals in the Public Relations field. Aimed at leadership roles, the program will delve into advanced strategies, media participation, crisis management, and the role of social media in Public Relations. Participants will gain expertise in shaping and executing communication strategies that impact both internal and external stakeholders, enabling them to lead successful organizational communications.

The program emphasizes the comprehensive concept of Strategic Communication, which includes organizational communication, crisis management, and awareness campaigns. It will help participants develop an understanding of how to create a Strategic Communication Framework within their organization, ensuring they establish effective communication channels with internal and external stakeholders.

Organizational Benefits

The program will empower PR professionals to handle organizational reputation, corporate social responsibility, and sustainability agendas effectively. By improving PR strategies, organizations can enhance relationships with stakeholders and facilitate productive discussions, fostering a positive public image and promoting organizational effectiveness.

Personal Impact

Participants will develop critical communication skills, both analytical and practical, which will elevate their capacity to assess and influence their organization's role in the public sphere. This course will enhance their professional skills in managing PR crises and engaging with both traditional and online media.

Target Audience

This course is tailored for senior leaders and managers in the Public Relations field, including:

- Senior Public Relations Managers
- Communications Managers
- Agency Account Managers
- Government Communications Managers

Training Objectives

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

- Develop complex, sophisticated communications strategies.
- Engage effectively in political processes and legislative communications.
- Analyze the roles of an ideal communications department and develop relevant policies.
- Prepare for crisis communication by creating actionable crisis response strategies.
- Engage with journalists and online social media with confidence.
- Represent their organizations in high-pressure media situations.
- Draft effective communication policies and procedures.

Course Methodology

The program utilizes a blend of theoretical learning and practical workshops, allowing participants to engage with real-world examples and case studies. It incorporates group discussions, role-play scenarios, media simulations, and hands-on exercises. The methodology aims to build both strategic and tactical communication skills.

Organizational Impact

The skills acquired in this program will help participants elevate their organization's PR efforts, manage its reputation effectively, and navigate complex media landscapes. It will also contribute to more cohesive and impactful internal communications, ultimately leading to better organizational alignment and public perception.

Outline

Day 1: Advanced Communications Strategy

- Strategy Frameworks: Best practices and success factors in communication strategies.
- Simplifying Strategy: How to make communication strategies clear and actionable.
- Practical Workshop: Developing a communication strategy from scratch.

Day 2: Evidence-Based Communication

- Qualitative Communication Research: Interviews, focus groups, and observation.
- Quantitative Communication Research: Surveys, content analysis, and polling.
- Setting Communication Goals: Using evidence to define KPIs and communication goals.

Day 3: Strategic Media Relations

- Advanced Media Dynamics: Navigating PR-media relationships.
- Building Media Authority: Leveraging thought leadership and third-party advocacy.
- Ethics in Media Relations: Managing reputation and adhering to ethical standards.

Day 4: The Role of Media in Crisis Management

- Crisis Preparation: Understanding the three stages of crisis management.
- Crisis Messaging: Crafting clear, effective crisis messages and response tactics.
- Media Engagement in a Crisis: Best practices for engaging the media during a crisis.

Day 5: Internal Communications and Leadership

- Assessing Organizational Culture: Identifying and building a shared vision.
- Internal Communications Strategy: Building a strategy to improve internal messaging.
- Communications Skills: Oral and written communication, including advanced writing techniques for policy and procedure drafting.

Registration form on the Training Course: Strategic Communications and Public Relations

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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