



*Training Course:  
Public Relations and Media Skills*

*31 May - 4 June 2027  
Madrid (Spain)*

## Training Course: Public Relations and Media Skills

Training Course code: RR5017 From: 31 May - 4 June 2027 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

## 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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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,  
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